# Why Coke delayed on reformulating Tab

By NANCY GIGES

The official word is that Coca-Cola Co. waited to reformulate Tab—and watched new Diet Coke cannibalize its sales—because it wanted the market to stabilize.

The company announced last week that Tab (until Diet Coke came along, the No. 1 low-calorie soft drink) will be repositioned nationally with a new formula containing aspartame as well as saccharin (AA, May 17). Ad spending, according to Sergio Zyman, senior vp-marketing, will be competitive with Diet Pepsi, estimated at about $50 million.

While Mr. Zyman offered the official rationale for holding off on the reformulation, he admits there's been a longstanding saying in Atlanta, "Don't mess up my Tab."

It has been known for some years that many consumers abhor the taste, but since the brand performed so well for so long and several key decision-makers in Atlanta also were Tab fanatics, there has been a lot of resistance to changing a winning product. Despite its fall from the No. 1 spot, it still is a $100 million seller for Coca-Cola.

Mr. Zyman readily admits that in Tab's 21-year history "we've turned off more people than we turned on. A lot of people took a sip, made a face and said, 'Yuk!' They never tried it again. It was a brand that polarized people very much."

What finally persuaded management to make the move was extensive research suggesting that the company had nothing to lose. Studies by Coca-Cola showed greater preference for Tab when it was indicated it contained NutraSweet, G.D. Searle & Co.'s brand of aspartame, than in blind taste tests of old Tab and new Tab.

The introductory plan includes heavy couponing and sampling, using some sophisticated promotions.

(Continued on Page 96)

**New spots entitled** "Let's taste new Tab" include segments with men and invite direct comparison with Diet Pepsi. Agency is McCann-Erickson.

# Big spenders inspect ACTV's new system

By TOM BAYER

ACTV, the interactive tv system designed to revolutionize tv-watching, will be unveiled today at the system's Port Washington, N.Y., studio, where a steady stream of network, advertiser and agency officials have been quietly viewing its capabilities.

Sources indicated that Procter & Gamble has expressed some interest in being involved with ACTV, but neither Procter & Gamble nor ACTV would confirm talks are under way.

Sears, Roebuck & Co., Chicago, though, has reportedly expressed definite interest in participating in the consumer research and testing phase ACTV will soon enter with at least two unidentified cable tv systems.

ACTV president Lionel Schaen said that Prudential-Bache Securities, New York, has begun efforts to fulfill the company's financing needs with a private placement. The company hopes eventually to go public, he said.

Earlier, ESPN president Bill Grimes had confirmed ESPN was talking to ACTV about using the interactive technology on ESPN.

It is ACTV's intention to license its technology to various networks

(Continued on Page 94)

# N.Y. dailies OK SAU deal

By WILLIAM GLOEDE

The American Assn. of Advertising Agencies' newspaper committee has accepted, somewhat begrudgingly, a compromise on standardizing advertising units with the *New York Daily News* and Long Island, N.Y.-based *Newsday*.

The new Standard Advertising Unit system is scheduled to become effective for national and regional newspaper advertising July 1.

The compromise agreement was necessary because both newspapers have a narrow page width divided into a six-column advertising format. Other daily tabloids either have or will convert to a standard five-column format developed by the committee. The *News* and *Newsday* could not accept the five-column format without making multi-million-dollar modifications to their printing presses.

Under the agreement, both the *News* and *Newsday* will accept SAU sizes, but some of those sizes will be floated in the paper's six-column advertising formats —with advertisers paying for the float space. The two tabloids are the only major-market newspapers in the industry in which the SAU sizes will not fit established column widths.

One committee member, who would not speak for attribution, said the compromise represented the committee's effort to "try and make the best of a difficult situation." He explained, "These aren't papers out in Podunk. They're very important papers in a very important market." Daily circulation of the *News* is 1,375,000; *Newsday's* is 533,400.

Because some SAU sizes will run wider than the newspapers' column widths, neither will be able to quote SAU inch rates. Rather, each SAU size will have a rate of its own, stated in a cost-per-unit, with the cost of the float included in the rate for the specific SAU sizes that will not fit the six-column format.

In the *News*, the worst fit will be one-column SAU ads, which will require 33% more paid space than the ad itself will occupy. A four-column SAU ad will require 12½% float. But, according to Raymond Cyrgalis, SAU project coordinator for the *News*, 75% to 80% of all SAU ads will fit within the paper's advertising format.

For its retail advertisers, or national advertisers who

(Continued on Page 96)

# highlights

Monday, May 21, 1984

**Most CBS affiliates** apparently agree with the network's renewed desire to lobby in Washington. Top-level CBS management personnel recently began regular meetings with key legislators on Capitol Hill. *See Page 6.*

**Ogilvy & Mather** executives found 1983 to be a profitable year. Terming last year's financial results "satisfactory," forecasters at O&M's annual meeting last week said things also were looking up for 1984. *See Page 10.*

**Officials at Metromedia** Inc. deny that any of the company's valued tv stations will have to be sold to help finance their proposed leveraged buyout. However, recently released material indicates that some assets will have to be sold off to complete the deal. *See Page 12.*

**Business and finance** magazines scored well in first-quarter advertising revenues, according to Publishers Information Bureau. Business books showed a higher revenue increase, 26%, than any other magazine category. *See Page 24.*

**New Burger King** tv spots evoke memories of the late Rod Serling. BK hopes they will lure warm-weather, late-night customers into "The Midnight Zone." *See Page 28.*

*Cover illustration by Jay Songero.*

## CORPORATE CLOSEUP

**Once, Perrier** was a one-product company saddled with a pompous image and a dubious future. Now, under Ron Davis, it has a new name, a new direction, profits and growth. *See Page 4.*

## INTERNATIONAL

**Federico Fellini**, the internationally known film director, has brought his skills to advertising for the first time, in a tv spot for the Italian aperitif Campari Bitter. *See Page 52.*

**Monahan Dayman Adams**, one of the largest independent Australian agencies, is expanding internationally, and its main targets are the U.S. and Europe. *See Page 56.*

**The president** of Denison Propaganda, Sao Paulo, Ted Bates Worldwide's Brazilian subsidiary, is mounting a one-man ad campaign in favor of free enterprise in a country whose military government controls more than 70% of the economy. *See Page 58.*

**U.S. cable system** operators and program suppliers looking to take advantage of the recent decision to cable France will have to look elsewhere. *See Page 62.*

## COMING THURSDAY IN *Magazine*

**Euro sedans** are bringing a taste of Europe to U.S. highways with their blackwall tires, good performance and outstanding handling. Their tasteful styling is carried over to the advertising as well.

**Fitness Marketing:** Adding to one of the largest U.S. industries, booming sales of home-fitness equipment have brought new entrants and with them new marketing tactics. *In special report.*

## REGULAR FEATURES


| | | | |
|---|---|---|---|
| ADBEAT | 87 | PHOTO REVIEW | 36 |
| ADVERTISING MARKETPLACE | 83 | PRESSTIME | 8 |
| AGENCY PEOPLE | 32 | REGIONAL NEWS | 76 |
| BRADY'S BUNCH | 32 | VIDEOTECH UPDATE | 46 |
| CON-SID-ERATIONS | 18 | WORLD NEWS ROUNDUP | 3 |
| CORRECTIONS & CLARIFICATIONS | 8 | | |
| EDITORIAL | 18 | | |
| FOR THE RECORD | 91 | | |
| FORUM | 18 | | |
| GETTING PERSONAL | 24 | | |
| LETTERS | 20 | | |
| MEDIAMOVES | 72 | | |


## FIGURES TO FILE


| | |
|---|---|
| ADVERTISING PAGES IN MAY CONSUMER PUBLICATIONS | 69 |
| TOP 50 METROPOLITAN AREAS-1982 | 40 |


$1.25 a copy, $52 a year, $95 two years. Add $99 per year for air delivery to Europe & Middle East. Add $31 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

Vol. 55, No. 26—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except three times a week the last week in March, the second week in September and except once a week the third week in November, the third week in December, the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48013. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691.

# Lehman link with Frank now shaky

By ROBERT RAISSMAN

New York—Lehman Bros. Kuhn Loeb's year-old corporate campaign, once expected to continue after the company's recent merger with Shearson/American Express, has been axed.

At the same time, Shearson execs have been meeting to decide the fate of Albert Frank-Guenther Law, the agency for the $5 million Lehman Bros. account.

That agency's position appears tenuous at best in view of the appearance last week of a spread ad in the *New York Times* and the *Wall Street Journal*. The ad touts the capabilities of the newly merged Shearson Lehman/American Express. McCann-Erickson, Shearson/American Express' agency, created the ad.

Cathleen Stewart, senior vp-director of consumer marketing for the new company, declined comment on the agency situation but said that Lehman's corporate campaign, although successful, had outlived its purpose.

"We have this new company now and what we want to do is put the two companies under the Shearson Lehman umbrella," she said.

The merged company will break

(Continued on Page 96)

# Sunbelt cities lead growth

WASHINGTON—The "super metros" are growing again, according to new Census Bureau estimates that show 36 metropolitan areas with populations of at least 1 million.

By mid-1982, according to the bureau, Charlotte, N.C., had joined the select group as the 36th in the "more than 1 million" category. The bureau is predicting that Salt Lake City-Ogden will be No. 37 when estimates for 1983 are completed this summer.

The 36 super metros account for 111 million people, 48% of the national total.

From 1980 to 1982 they grew by 2.2%, slightly below the rate for the country (2.3%), but faster than in the 1970s, when their combined growth was well behind the national rate.

Bureau experts have not decided whether the new data pinpoint a trend toward growth in and near large cities or merely reflect short-term factors such as the recent recession.

Among the super metros, Houston-Galveston, Atlanta, Tampa-St. Petersburg-Clearwater, Phoenix, Norfolk-Virginia Beach-Newport News and San Antonio all moved up in rank.

Houston-Galveston, with an 11.5% gain, displaced Washington from eighth; Atlanta forged ahead of Baltimore to take 15th; Tampa-St. Petersburg-Clearwater moved up two slots to 20th, ahead of Denver-Boulder, which remained 21st, and Cincinnati-Hamilton, which dropped from 20th to 22nd.

Phoenix became 23rd, changing places with Milwaukee-Racine; Norfolk-Virginia Beach-Newport News moved into 30th, passing Indianapolis, and San Antonio, now 33rd, advanced past Providence-Pawtucket-Fall River.

Among the leaders, Los Angeles, No. 2 with 11,930,000 people, had a 3.8% growth rate and an increase of 432,000 from 1980 to 1982, the largest growth of any metro area.

New York, with 17,589,000, remained firmly in first place, with a growth rate of 0.3%, compared with a decline in the 1970s.

Chicago, third with 7,974,000, had a 0.5% growth. Philadelphia-Wilmington-Trenton, fourth with 5,713,000, registered a 0.6% gain compared with declines in the 1970s, remaining ahead of San Francisco, fifth with 5,515,000 and a 2.7% gain.

All the fastest-growing areas were in the South or West *(see accompanying chart)*.

The estimates showed that Milwaukee and St. Louis, both population losers in the 1970s, were holding their own, while Detroit, Buffalo, Cleveland and Pittsburgh still showed indications of dropping populations.#

## IBM's PCjr misses market

WESTLAKE, CAL.—PCjr, the International Business Machines computer targeted for home use, is experiencing soft sales because it is neither fish nor fowl, concludes J.D. Power & Associates.

The market research company said PCjr "undershot the business-use market in capabilities and overshot the home-use market in price," after surveying 200 computer dealers.#

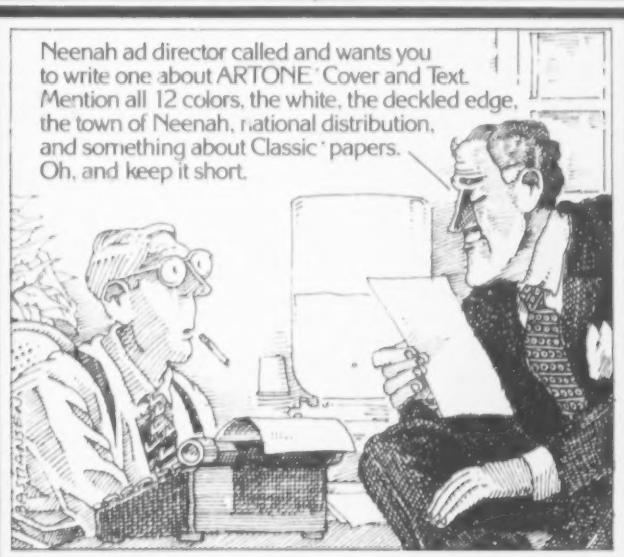
## Top 50 metropolitan areas, 1982

**The continued growth of the Houston area stands out in the latest census figures of the nation's top metropolitan markets. *Figures represent metropolitan statistical area. *Source: U.S. Census Bureau***

| MSA* | July 1, 1982 Pop. (000) | Rank | April 1, 1980 Pop. (000) | Rank | Per cent Change |
|---|---|---|---|---|---|
| New York CMSA | 17,589 | 1 | 17,539 | 1 | + 0.3 |
| Los Angeles CMSA | 11,930 | 2 | 11,498 | 2 | + 3.8 |
| Chicago CMSA | 7,974 | 3 | 7,937 | 3 | + 0.5 |
| Philadelphia CMSA | 5,713 | 4 | 5,631 | 4 | + 0.6 |
| San Francisco CMSA | 5,515 | 5 | 5,368 | 5 | + 2.7 |
| Detroit/Ann Arbor CMSA | 4,630 | 6 | 4,753 | 6 | − 2.6 |
| Boston/Lawrence CMSA | 3,988 | 7 | 3,972 | 7 | + 0.4 |
| Houston/Galveston CMSA | 3,458 | 8 | 3,101 | 9 | +11.5 |
| Washington, D.C. | 3,339 | 9 | 3,251 | 8 | + 2.7 |
| Dallas/Fort Worth CMSA | 3,143 | 10 | 2,931 | 10 | + 7.3 |
| Cleveland/Akron CMSA | 2,808 | 11 | 2,834 | 11 | − 0.9 |
| Miami CMSA | 2,790 | 12 | 2,614 | 12 | + 5.5 |
| Pittsburgh CMSA | 2,403 | 13 | 2,423 | 13 | − 0.9 |
| St. Louis CMSA | 2,377 | 14 | 2,377 | 14 | — |
| Atlanta MSA | 2,243 | 15 | 2,138 | 16 | + 4.9 |
| Baltimore MSA | 2,218 | 16 | 2,200 | 15 | + 0.8 |
| Minneapolis/St. Paul MSA | 2,194 | 17 | 2,137 | 17 | + 2.6 |
| Seattle/Tacoma CMSA | 2,178 | 18 | 2,093 | 18 | + 4.1 |
| San Diego MSA | 1,962 | 19 | 1,862 | 19 | + 5.4 |
| Tampa MSA | 1,721 | 20 | 1,614 | 22 | + 6.6 |
| Denver/Boulder CMSA | 1,721 | 21 | 1,618 | 21 | + 6.3 |
| Cincinnati/Hamilton CMSA | 1,672 | 22 | 1,630 | 20 | + 0.7 |
| Phoenix MSA | 1,609 | 23 | 1,509 | 24 | + 6.6 |
| Milwaukee/Racine CMSA | 1,572 | 24 | 1,570 | 23 | + 0.1 |
| Kansas City CMSA | 1,454 | 25 | 1,433 | 25 | + 1.4 |
| Portland CMSA | 1,332 | 26 | 1,298 | 26 | + 2.6 |
| New Orleans MSA | 1,300 | 27 | 1,256 | 27 | + 3.5 |
| Columbus MSA | 1,267 | 28 | 1,244 | 28 | + 1.8 |
| Buffalo CMSA | 1,218 | 29 | 1,243 | 29 | − 2.0 |
| Norfolk MSA | 1,201 | 30 | 1,160 | 31 | + 3.5 |
| Indianapolis MSA | 1,182 | 31 | 1,167 | 30 | + 1.3 |
| Sacramento MSA | 1,165 | 32 | 1,100 | 32 | + 6.0 |
| San Antonio MSA | 1,135 | 33 | 1,072 | 34 | + 5.9 |
| Providence CMSA | 1,089 | 34 | 1,083 | 33 | + 0.5 |
| Hartford CMSA | 1,021 | 35 | 1,014 | 35 | + 0.7 |
| Charlotte/Gastonia MSA | 1,003 | 36 | 971 | 36 | + 3.2 |
| Rochester, N.Y. MSA | 979 | 37 | 971 | 37 | + 0.8 |
| Salt Lake City/Ogden MSA | 970 | 38 | 910 | 41 | + 6.5 |
| Louisville MSA | 955 | 39 | 957 | 38 | − 0.2 |
| Dayton/Springfield MSA | 937 | 40 | 942 | 39 | − 0.5 |
| Memphis MSA | 924 | 41 | 913 | 40 | + 1.1 |
| Oklahoma City MSA | 922 | 42 | 861 | 43 | + 7.1 |
| Birmingham MSA | 890 | 43 | 884 | 42 | + 0.7 |
| Greensboro MSA | 869 | 44 | 852 | 44 | + 2.0 |
| Nashville MSA | 865 | 45 | 851 | 45 | + 1.7 |
| Albany/Schenectady MSA | 833 | 46 | 836 | 46 | − 0.4 |
| Honolulu MSA | 782 | 47 | 763 | 47 | + 2.5 |
| Richmond MSA | 773 | 48 | 761 | 48 | + 2.2 |
| Orlando MSA | 762 | 49 | 700 | 51 | + 8.9 |
| Jacksonville MSA | 756 | 50 | 722 | 50 | + 4.7 |


LAPEL PINS
YOUR DESIGN molded in 3-D, exciting colors. Fund raising. Giveaways. Membership. Sales. Convention swaps. Golf Ball Markers. Push Pins. 3¢ to 20¢ ea. (min. 1000) - molding free samples. Distributor inquiries invited.
KNOBBY KRAFTERS Dept. 302
P.O. Box 300, Attleboro, MA 02703
Phone (617) 222-7272

Neenah ad director called and wants you to write one about ARTONE® Cover and Text. Mention all 12 colors, the white, the deckled edge, the town of Neenah, national distribution, and something about Classic® papers. Oh, and keep it short.



Neenah Paper
ARTONE® from Neenah. What more can we say?
Kimberly-Clark Neenah Paper Division
© 1984 K-C C
®Registered Trademark of Kimberly-Clark Corporation

HEALTH/FITNESS/NUTRITION TRENDS
SHAPE℠
AN ACTION ORIENTED TOOL TO MEASURE AND CAPITALIZE ON THESE TRENDS
SHAPE℠
A COMPREHENSIVE DATA BANK ON 6,000 ADULTS AND 1,400 TEENS
A SEGMENTATION STUDY BASED ON
HEALTH/FITNESS ATTITUDES
ENCOMPASSING:

BATTERIES
HEALTH/APPEARANCE/FITNESS/NUTRITION ATTITUDES
PHYSICAL BEHAVIOR
LIFESTYLE
DEMOGRAPHICS

BRANDS/PRODUCT TYPES:
220 FOODS
154 OVER-THE-COUNTER/HEALTH & BEAUTY
94 BEER/WINES/SPIRITS
132 BEVERAGES
23 RESTAURANTS
PLUS MEDIA

FOR INFORMATION, PLEASE CALL GERRY WEST OR MARV SCHOENWALD
mccollum spielman research
SPECIALIZED SERVICES FOR SPECIAL NEEDS
COMMUNICATIONS RESEARCH SPECIAL STUDIES
SYNDICATED SERVICES CHILD RESEARCH SERVICES
235 Great Neck Rd., Great Neck, N.Y. 11021 (516) 482-0310 or (212) 895-7080
111 East Wacker Drive, Suite 1306, Chicago, Illinois 60601 (312) 856-0054

Keep your ad material in the spotlight where it counts, with a holder or display from Beemak

BEEMAK
73 sizes available from stock • Complete facilities for imprinting • Custom displays produced to your specs • Use our design services for your special projects • Prompt response to your quote requests.
BEEMAK PLASTICS, 7424 Santa Monica Boulevard, Los Angeles, Calif. 90046
(213) 876-1770 Outside California, call toll free: 1 (800) 421-4393

# ad linage

## Advertising pages for U.S., Canadian, and foreign consumer publications—*May*

| | Current month 1984 | Current month 1983 | Year-to-date 1984 | Year-to-date 1983 |
|---|---|---|---|---|
| **— Art & Antiques —** | | | | |
| American Artist | 103.2 | 116.4 | 356.0 | 320.4 |
| Antiques | 165.3 | 147.7 | 774.7 | 700.2 |
| Antique Monthly | 33.5 | 28.6 | 166.5 | 151.2 |
| Art in America (11X) | 128.5 | 136.6 | 663.1 | 559.6 |
| Plate World (6X) | 66.0 | 77.0 | 200.0 | 237.0 |
| Southwest Art | 130.8 | 114.0 | 448.7 | 441.0 |
| Total Group | 627.3 | 620.3 | 2,609.0 | 2,409.4 |
| % change | | +1.1% | | +8.2% |
| **— Auto/cycle/rec. vehicles —** | | | | |
| AutoWeek D. | 128.5 | 158.9 | 562.0 | 662.1 |
| Car & Driver | 117.3 | 121.1 | 437.3 | 425.3 |
| Car Collector & Car Classics | 18.3 | 18.3 | 102.8 | 104.5 |
| Car Craft | 87.8 | 104.7 | 321.6 | 379.4 |
| Cycle | 55.8 | 84.4 | 273.8 | 387.8 |
| Cycle Guide | 44.8 | 61.3 | 292.6 | 318.9 |
| Cycle World | 82.4 | 86.5 | 321.7 | 333.8 |
| Dune Buggies & Hot VWs | 84.2 | 72.1 | 389.8 | 308.0 |
| Family Motor Coaching | 139.8 | 114.1 | 727.2 | 566.4 |
| 4 Wheel & Offroad | 87.5 | 73.1 | 334.8 | 297.7 |
| Four Wheeler | 92.5 | 44.6 | 346.8 | 189.6 |
| Hot Rod | 83.1 | 62.1 | 275.1 | 278.8 |
| Motorcyclist | 55.9 | 54.6 | 212.9 | 238.6 |
| Motor Trend | 73.4 | 71.1 | 282.3 | 283.3 |
| Motorhome | 95.8 | 88.1 | 441.6 | 351.8 |
| Pickup, Van & 4 WD | 39.0 | 37.3 | 142.5 | 154.8 |
| Road & Track | 122.2 | 117.2 | 480.5 | 465.6 |
| 3 Wheeling | 36.3 | 30.4 | 145.2 | 127.9 |
| Trailer Life | 150.9 | 122.5 | 645.3 | 523.1 |
| Total Group | 1,595.5 | 1,522.4 | 6,755.8 | 6,397.4 |
| % change | | +4.8% | | +5.6% |
| **— Boating & yachting —** | | | | |
| Boating | 158.0 | 128.9 | 800.8 | 627.8 |
| Chesapeake Bay | 29.0 | 31.7 | 143.7 | 140.2 |
| Cruising World | 145.7 | 135.3 | 709.0 | 673.7 |
| Lakeland Boating | 72.6 | 56.7 | 256.7 | 306.2 |
| Motor Boating & Sailing | 176.2 | 140.4 | 908.5 | 773.5 |
| Sail | 136.6 | 124.0 | 733.1 | 603.2 |
| Sea & Pacific Skipper | 70.7 | 71.7 | 314.5 | 375.3 |
| Small Boat Journal (6X) | — | — | 98.4 | 82.7 |
| Trailer Boats | 44.8 | 36.3 | 207.4 | 143.3 |
| Western Boatman (6X) | 23.4 | — | 83.0 | 56.1 |
| Yachting | 169.6 | 157.8 | 928.5 | 796.1 |
| Total Group | 1,026.6 | 882.8 | 5,183.6 | 4,578.1 |
| % change | | +16.2% | | +13.2% |
| **— Canadian —** | | | | |
| L'Actualite | 78.7 | 72.0 | 318.6 | 248.8 |
| Chatelaine: | | | | |
| English Edition A. | 118.2 | 87.8 | 509.8 | 430.4 |
| French Edition | 105.9 | 81.0 | 432.0 | 389.2 |
| City Woman (5X) | — | — | 116.7 | 96.1 |
| Equinox | 47.5 | 33.5 | 127.8 | 120.5 |
| Financial Post Magazine A. | 54.9 | 43.9 | 224.3 | 179.4 |
| Flare A. | 82.2 | 72.8 | 265.2 | 247.2 |
| Homemaker's Magazine | 76.7 | 110.1 | 307.3 | 354.9 |
| Madam Au Foyer | 63.3 | 73.5 | 286.6 | 269.3 |
| Macleans (52X) A. | 136.6 | 127.8 | 599.2 | 485.4 |
| Montreal Calendar | 73.0 | 35.3 | 231.0 | 107.7 |
| Montreal Ce Mois Ci | 76.0 | 47.1 | 244.0 | 129.5 |
| Quest Magazine (8X) A. | 25.0 | 56.4 | 93.5 | 153.3 |
| Reader's Digest: | | | | |
| Canadian-English A. | 76.6 | 97.6 | 418.7 | 390.3 |
| Canadian-French A. | 75.0 | 95.0 | 373.6 | 358.4 |
| Toronto Life | 100.3 | 92.1 | 425.2 | 391.2 |
| Total Group | 1,189.9 | 1,125.9 | 4,973.5 | 4,351.6 |
| % change | | +5.6% | | +14.2% |
| **— Civic/fraternal —** | | | | |
| American Legion | 19.7 | 23.2 | 136.1 | 158.9 |
| Elks Magazine (10X) | 16.7 | 23.1 | 123.0 | 138.3 |
| Kiwanis Magazine | 11.9 | 13.5 | 61.8 | 75.2 |
| Lion (10X) | 5.0 | 4.3 | 36.7 | 26.1 |
| Moose Magazine | 16.0 | 19.0 | 112.0 | 118.0 |
| Rotarian | 7.4 | 14.( | 69.9 | 65.4 |
| V.F.W. (10X) | 25.9 | 27.7 | 146.2 | 165.4 |
| Total Group | 102.6 | 125.4 | 685.7 | 747.3 |
| % change | | -18.1% | | -8.2% |
| **— Comics —** | | | | |
| Archie Comic Group (6X) | — | — | 20.0 | 20.0 |
| DC Comics | 9.0 | 8.0 | 41.5 | 40.5 |
| Marvel Comics Group | 10.0 | 10.0 | 49.0 | 50.0 |
| Total Group | 19.0 | 18.0 | 110.5 | 110.5 |
| % change | | +5.5% | | +00.0% |
| **— General —** | | | | |
| American Forests | 5.0 | 6.0 | 38.3 | 49.5 |
| American Health (6X) | 53.3 | 44.8 | 164.1 | 111.7 |
| American West (6X) | 18.0 | 31.0 | 72.8 | 82.7 |
| The Atlantic A. | 47.1 | 35.2 | 234.1 | 191.1 |
| Audubon Magazine (6X) | 31.5 | 42.3 | 85.5 | 113.4 |
| Bon Appetit A. | 99.8 | 77.8 | 404.1 | 382.6 |
| Changing Times | 40.3 | 44.3 | 225.3 | 197.6 |
| Cuisine Magazine | 50.1 | 34.0 | 252.5 | 162.9 |
| Ebony | 112.3 | 100.3 | 424.8 | 434.4 |
| Fifty Plus | 32.7 | 26.8 | 187.5 | 139.2 |
| Food & Wine | 42.9 | 34.1 | 182.6 | 165.6 |
| Games | 20.9 | 26.6 | 113.3 | 139.7 |
| Geo | 31.8 | 24.3 | 184.2 | 134.8 |
| Gourmet | 100.3 | 82.8 | 390.0 | 342.0 |
| Harper's Magazine A. | 24.2 | 18.4 | 124.9 | 81.3 |
| Life | 69.9 | 62.6 | 285.3 | 271.0 |
| Modern Maturity (6X) | 34.1 | 40.4 | 79.3 | 81.0 |
| Money | 132.0 | 138.2 | 601.0 | 546.7 |
| Moneysworth (4X) | — | — | 27.0 | 34.6 |
| Mother Earth News (6X) | 47.2 | 86.0 | 161.0 | 196.5 |
| Mother Jones | 17.9 | 14.7 | 70.3 | 62.7 |
| National Geographic | 27.8 | 25.8 | 109.9 | 131.1 |
| Prevention | 71.7 | 91.1 | 351.6 | 386.6 |
| Psychology Today | 28.3 | 27.9 | 121.3 | 130.9 |
| Reader's Digest A. | 113.0 | 129.5 | 423.4 | 409.2 |
| Saturday Evening Post (9X) | 38.6 | 39.3 | 149.8 | 169.6 |
| Signature | 70.9 | 50.7 | 302.2 | 280.6 |
| Smithsonian | 89.3 | 70.6 | 446.5 | 368.4 |
| Success | 37.6 | 26.6 | 178.8 | 175.9 |
| Town & Country | 195.9 | 184.4 | 709.8 | 659.1 |
| Travel/Holiday | 52.0 | 46.2 | 271.5 | 239.7 |
| Travel & Leisure | 140.3 | 112.1 | 583.0 | 455.2 |
| Vanity Fair | 18.5 | 45.8 | 111.9 | 265.0 |
| Video | 57.0 | 50.7 | 318.1 | 305.4 |
| Video Review | 51.0 | 64.5 | 267.1 | 312.6 |
| Writers Digest | 23.6 | 25.4 | 127.1 | 122.0 |
| Yankee | 73.8 | 73.1 | 442.0 | 424.4 |
| Total Group | 2,100.6 | 2,004.3 | 9,191.9 | 8,756.7 |
| % change | | +4.8% | | +4.9% |
| **— Home —** | | | | |
| Americana (6X) | 39.1 | 31.0 | 119.6 | 101.8 |
| Architectural Digest A. | 192.2 | 173.0 | 670.2 | 628.1 |
| Better Homes & Gardens | 168.2 | 146.3 | 577.2 | 524.1 |
| Country Journal | 34.0 | 38.3 | 186.2 | 202.0 |
| Country Living | 77.4 | 49.0 | 311.2 | 233.4 |
| Dallas/Ft. Worth Home & Garden | 81.9 | 68.7 | 336.8 | 306.7 |
| Early American Life (6X) | — | — | 62.4 | 51.0 |
| Family Food Garden (6X) | — | — | 118.0 | 121.0 |
| Family Handyman (10X) A. | 97.5 | 78.6 | 403.1 | 350.7 |
| Flower & Garden (6X) | — | — | 103.4 | 102.2 |
| Home | 60.2 | 41.1 | 286.2 | 176.6 |
| The Homeowner (10X) E. | 26.2 | 23.1 | 100.3 | 77.3 |
| Horticulture | 36.1 | 26.7 | 149.3 | 159.9 |
| House Beautiful | 96.3 | 99.4 | 440.0 | 412.0 |
| House & Garden | 122.6 | 66.7 | 429.3 | 313.8 |
| Houston Home/Garden | 112.3 | 103.4 | 486.8 | 466.4 |
| Metropolitan Home | 162.6 | 67.6 | 380.5 | 285.7 |
| New Shelter (9X) | 41.5 | 46.4 | 235.7 | 229.1 |
| 1001 Home Ideas | 45.1 | 31.9 | 193.4 | 155.3 |
| Organic Gardening | 60.3 | 63.8 | 391.7 | 423.7 |
| Phoenix Home/Garden | 52.5 | 48.0 | 286.3 | 226.3 |
| San Diego Home/Garden | 104.3 | 88.2 | 341.6 | 330.0 |
| Southern Accents (4X) | 83.5 | 69.8 | 214.3 | 151.1 |
| Southern Living | 193.5 | 166.8 | 705.1 | 655.0 |
| Sunset Magazine A. | 179.9 | 181.8 | 704.7 | 694.9 |
| Texas Homes | 90.9 | 72.3 | 385.4 | 347.9 |
| Workbench (6X) | 61.0 | 58.9 | 192.1 | 193.4 |
| Total Group | 2,219.1 | 1,840.8 | 8,810.8 | 7,919.4 |
| % change | | +20.5% | | +11.2% |
| **— In-flight & other passenger —** | | | | |
| Aboard Group (7) (4X) | — | — | 39.0 | 39.1 |
| Alaskafest | 50.3 | 41.3 | 224.7 | 195.0 |
| American Way | 105.2 | 103.6 | 516.9 | 435.7 |
| East/West Network: | | | | |
| Amtrak Express | 46.3 | 53.7 | 173.1 | 206.7 |
| Continental | 79.8 | 81.2 | 324.6 | 317.3 |
| Eastern Review | 137.7 | 121.7 | 605.9 | 508.4 |
| Ozark | 54.5 | 60.5 | 234.9 | 216.8 |
| PSA Magazine | 122.5 | 109.5 | 486.1 | 415.5 |
| Pan Am Clipper | 75.3 | 47.2 | 308.5 | 207.3 |
| Republic Scene | 70.5 | 67.8 | 309.2 | 259.1 |
| United | 130.2 | 125.3 | 554.7 | 454.0 |
| USAir | 76.2 | 83.7 | 318.7 | 295.0 |
| Western's World | 76.2 | 71.7 | 315.2 | 291.5 |
| Halsey Publications: | | | | |
| Air Cal | 46.5 | 44.6 | 238.2 | 170.0 |
| Braniff | 22.2 | — | 65.5 | — |
| Delta Sky | 91.8 | 61.6 | 398.5 | 306.2 |
| Frontier | 31.0 | 31.0 | 162.5 | 180.9 |
| Northwest Orient | 27.3 | 35.6 | 150.8 | 179.8 |
| Skylite | 24.2 | 19.5 | 97.5 | 73.0 |
| TWA Ambassador | 67.3 | 65.7 | 302.5 | 249.3 |
| Hawaii | 20.8 | 13.2 | 107.2 | 83.6 |
| Pace (6X) | 74.2 | 63.2 | 240.3 | 132.1 |
| Southwest Airlines | 100.8 | 123.7 | 453.0 | 504.9 |
| Spirit of Aloha | 22.0 | 13.0 | 105.3 | 74.4 |
| Total Group | 1,549.8 | 1,438.3 | 6,732.8 | 5,510.0 |
| % change | | +7.7% | | +22.1% |
| **— Men's —** | | | | |
| Esquire A. | 100.2 | 62.5 | 423.9 | 346.5 |
| Firehouse Magazine | 33.8 | 32.2 | 196.8 | 187.3 |
| Gentlemen's Quarterly A. | 131.8 | 96.5 | 696.1 | 488.1 |
| Penthouse A. | 54.9 | 58.3 | 235.6 | 267.1 |
| Playboy A. | 83.7 | 88.9 | 352.9 | 387.9 |
| Total Group | 404.4 | 338.4 | 1,905.3 | 1,676.9 |
| % change | | +19.5% | | +13.8% |
| **— Metropolitan —** | | | | |
| Aloha (6X) | 27.3 | 29.3 | 79.0 | 76.0 |
| Atlanta | 73.9 | 59.4 | 272.5 | 257.2 |
| Baltimore | 74.0 | 74.4 | 300.8 | 276.2 |
| Boston | 158.3 | 137.8 | 654.9 | 610.4 |
| California | 70.0 | 74.6 | 266.6 | 271.8 |
| Charlotte (10X) | 18.3 | 27.0 | 77.6 | 112.0 |
| Chicago | 146.8 | 146.7 | 635.5 | 617.7 |
| Chicago's North Shore | 93.3 | 81.8 | 407.4 | 388.9 |
| Cincinnati | 66.4 | 67.0 | 238.7 | 268.1 |
| Cleveland | 89.2 | 76.9 | 355.8 | 324.0 |
| Coast (38X) | 284.2 | 329.6 | 1,058.3 | 1,009.5 |
| Columbus Monthly | 70.2 | 78.0 | 301.8 | 296.5 |
| Commonwealth | 28.9 | 25.5 | 182.0 | 127.3 |
| Connecticut | 84.6 | 61.7 | 390.7 | 348.3 |
| Country Magazine | 44.4 | 25.0 | 196.2 | 128.4 |
| D/Magazine, Dallas/Ft. Worth | 151.8 | 123.1 | 587.6 | 518.8 |
| Denver | 30.0 | 28.9 | 131.9 | 151.8 |
| Exclusively Yours, Wisconsin (15X) | 88.4 | 62.5 | 344.8 | 335.2 |
| Grand Rapids | 54.0 | 50.3 | 245.3 | 229.4 |
| Gulfshore Life (10X) | 42.2 | 41.0 | 423.1 | 329.6 |
| Honolulu E. | 65.6 | 55.8 | 287.1 | 300.9 |
| Houston City | 96.8 | 70.6 | 386.6 | 306.7 |
| Indianapolis | 42.1 | 64.4 | 237.5 | 230.2 |
| Kansas City | 38.8 | 36.5 | 163.3 | 137.7 |
| Los Angeles | 227.0 | 185.0 | 926.0 | 840.5 |
| Louisiana Life (6X) | 90.5 | 58.1 | 219.8 | 196.0 |
| Madison | 46.0 | 45.0 | 231.0 | 208.0 |
| Metropolitan Detroit | 64.4 | — | 215.2 | — |
| Miami/South Florida | 91.9 | 84.6 | 465.7 | 427.6 |
| Milwaukee | 40.1 | 16.2 | 181.8 | 53.9 |
| Minneapolis/St. Paul | 100.1 | 73.0 | 432.6 | 374.1 |
| Monthly Detroit | 85.4 | 42.9 | 260.2 | 299.9 |
| Nashville | 52.0 | 43.0 | 199.0 | 245.0 |
| New Jersey Monthly | 59.3 | 54.2 | 255.1 | 242.3 |
| New Mexico | 37.7 | 29.4 | 143.2 | 87.5 |
| Ohio | 81.1 | 71.0 | 280.1 | 207.0 |
| Oregon | 31.3 | 23.0 | 148.3 | 101.0 |
| Orlando | 80.0 | 72.2 | 417.3 | 361.0 |
| Palm Beach Life | 36.3 | 35.9 | 479.3 | 425.0 |
| Palm Springs Life | 102.6 | 94.0 | 670.0 | 655.3 |
| Philadelphia | 120.1 | 119.3 | 596.5 | 583.6 |
| Phoenix | 73.1 | 67.0 | 426.8 | 372.2 |
| Pittsburgh | 55.8 | 48.0 | 290.2 | 265.0 |
| St. Louis | 63.5 | 60.5 | 290.5 | 262.0 |
| San Diego | 173.9 | 127.1 | 713.7 | 659.7 |
| San Francisco | 80.0 | 66.3 | 319.5 | 281.6 |
| San Francisco Focus | 66.8 | 48.7 | 260.8 | 208.0 |
| Tampa Bay | 48.3 | — | 247.7 | — |
| Texas Monthly | 157.3 | 138.4 | 618.1 | 543.1 |
| Twin Cities | 70.3 | 68.4 | 307.5 | 231.6 |
| The Virginian (6X) | 45.5 | 37.3 | 142.5 | 100.9 |
| Washington Dossier | 40.0 | 45.5 | 242.7 | 227.8 |
| The Washingtonian | 170.0 | 142.0 | 709.0 | 659.9 |
| Total Group | 2,773.2 | 3,717.8 | 18,916.1 | 16,766.1 |
| % change | | -25.4% | | +12.8% |
| **— Movie/romance/radio/tv —** | | | | |
| Macfadden's Women's Group: | | | | |
| Modern Romances | 27.0 | 26.4 | 127.9 | 135.2 |
| Secrets | 27.0 | 26.4 | 127.9 | 135.2 |
| True Confessions | 27.0 | 26.4 | 127.9 | 135.2 |
| True Experience | 27.0 | 26.4 | 127.9 | 135.2 |
| True Love | 27.0 | 26.4 | 127.9 | 135.2 |
| True Romance | 27.0 | 26.4 | 127.9 | 135.2 |
| Sterling Women's Group: | | | | |
| Daytime TV | 27.5 | 31.2 | 136.5 | 153.9 |
| Modern Screen | — | 31.2 | 41.0 | 97.3 |
| Movie Mirror (6X) | — | 28.2 | 61.5 | 59.5 |
| Soap Opera Stars | — | 25.3 | 56.5 | 123.1 |
| TV Movie Screen (6X) | — | — | 5.0 | 66.1 |
| TV Picture Life (6X) | — | — | 61.5 | 29.3 |
| Teen Bag (6X) | 6.0 | — | 25.4 | 11.1 |
| Total Group | 195.5 | 274.3 | 1,184.8 | 1,351.5 |
| % change | | -28.7% | | -14.8% |
| **— Music/entertainment —** | | | | |
| American Film (10X) | 19.3 | 26.5 | 119.0 | 114.5 |
| Circus Magazine | 26.9 | 23.3 | 168.5 | 121.2 |
| Dance Magazine | 91.8 | 91.3 | 356.5 | 348.8 |
| Musician | 57.7 | 66.9 | 302.2 | 302.8 |
| Playbill | 71.0 | 54.0 | 299.6 | 250.0 |
| Record | 25.1 | 14.4 | 113.6 | 36.1 |
| Stereo Review | 45.4 | 42.5 | 220.0 | 232.2 |
| Total Group | 337.2 | 318.9 | 1,579.4 | 1,405.6 |
| % change | | +5.7% | | +12.3% |
| **— Newspaper, Sun. magazines —** | | | | |
| Family Weekly A. | 54.7 | 77.4 | 304.1 | 403.6 |
| Parade | 48.2 | 63.8 | 277.7 | 351.0 |
| Total Group | 102.9 | 141.2 | 581.8 | 754.6 |
| % change | | -27.1% | | -22.8% |
| **— Outdoor & sport —** | | | | |
| Alaska | 44.5 | 47.4 | 208.3 | 199.8 |
| The American Handgunner (6X) | 40.2 | 37.3 | 119.2 | 115.2 |
| American Hunter | 15.5 | 18.1 | 78.3 | 79.4 |
| American Rifleman | 27.3 | 29.1 | 129.3 | 128.2 |
| Backpacker (6X) | 49.4 | 72.9 | 123.6 | 158.8 |
| Bass Master (8X) A. | 62.8 | 71.0 | 314.2 | 301.6 |
| Bicycling (9X) | 107.8 | 118.9 | 422.9 | 420.7 |
| Field & Stream | 110.8 | 138.1 | 464.5 | 536.1 |
| Fins & Feathers A. | 45.5 | 40.3 | 280.4 | 243.5 |
| Fishing World (6X) | 50.8 | 48.3 | 167.1 | 168.6 |
| Florida Sportsman | 91.1 | 73.6 | 507.7 | 406.6 |
| Flying | 52.1 | 43.8 | 207.8 | 187.5 |
| Fur-Fish-Game | 18.8 | 20.3 | 112.9 | 107.1 |
| Golf Digest | 105.4 | 108.8 | 510.0 | 493.5 |
| Golf Magazine | 92.6 | 61.5 | 514.4 | 430.1 |
| Guns | 26.6 | 24.2 | 138.1 | 127.3 |
| Guns & Ammo | 40.2 | 49.3 | 195.7 | 235.2 |
| Muscle & Fitness | 106.0 | 102.0 | 528.0 | 519.0 |
| Outdoor Life | 93.4 | 108.7 | 444.2 | 428.4 |
| Outside Magazine | 44.8 | 58.0 | 182.0 | 169.3 |
| Petersen's Hunting | 38.0 | 33.9 | 158.2 | 161.2 |
| The Runner | 49.4 | 35.2 | 249.4 | 195.1 |
| Runner's World (13X) | 59.9 | 58.3 | 230.2 | 231.0 |
| Salt Water Sportsman | 86.6 | 64.4 | 431.8 | 335.1 |

(X) Represents the number of times published each year; publications are monthly unless otherwise specified.

A. Sectional linage included but prorated to circulation of regional editions. B. Sectional linage included but not prorated to circulation of regional editions. D. 1984 figure reflects four issues and 1983 figure reflects five issues. E. 1983 figure reflects a combined May/June issue. F. Reflects a revised 1984 year-to-date figure, due to erroneous reporting by the magazine for the first four months of the year. * All affiliated with Sunday Mag/Net, except Los Angeles Times Home Magazine and New York Times Magazine.

*(Continued on Page 70)*

# ad linage

(Continued from Page 69)

| | Current month 1984 | 1983 | Year-to-date 1984 | 1983 |
|---|---|---|---|---|
| Shooting Times | 31.9 | 30.9 | 176.7 | 151.9 |
| Ski (8X) A | — | — | 249.2 | 209.7 |
| Skiing (7X) | — | — | 215.3 | 209.5 |
| Skin Diver | 91.9 | 88.7 | 411.5 | 383.0 |
| Southern Outdoors (8X) | 52.4 | 51.3 | 199.9 | 210.7 |
| Sport | 51.2 | 45.7 | 231.8 | 181.9 |
| Sports Afield | 103.4 | 85.0 | 472.1 | 462.0 |
| Tennis | 105.1 | 84.7 | 400.5 | 367.8 |
| Western Outdoors (10X) | 46.2 | 32.8 | 230.5 | 164.5 |
| World Tennis | 64.2 | 50.3 | 203.3 | 237.7 |
| **Total Group** | **2,004.8** | **1,932.8** | **9,479.0** | **8,969.0** |
| % change | | **+3.7%** | | **+5.8%** |
| **— Photography —** | | | | |
| American Photographer | 45.0 | 55.9 | 201.2 | 250.5 |
| Petersen's Photographic | 36.9 | 27.9 | 162.4 | 157.2 |
| Popular Photography | 98.5 | 111.8 | 466.7 | 570.7 |
| **Total Group** | **180.4** | **195.6** | **830.3** | **978.4** |
| % change | | **−7.7%** | | **−15.1%** |
| **— Religious —** | | | | |
| BBI Jewish Monthly (10X) | 29.4 | 21.7 | 122.6 | 111.6 |
| Christian Herald | 25.5 | 25.3 | 126.5 | 142.3 |
| Christian Life | 24.5 | 25.7 | 136.7 | 129.3 |
| Christianity Today | 70.3 | 41.5 | 331.5 | 324.0 |
| Inside (4X) | 62.2 | 64.7 | 152.5 | 134.7 |
| Moody Monthly | 53.1 | 40.3 | 269.9 | 260.3 |
| **Total Group** | **265.0** | **219.2** | **1,139.7** | **1,102.2** |
| % change | | **+20.8%** | | **+3.4%** |
| **— Science/electronic/mechanic —** | | | | |
| Compute | 79.5 | 147.2 | 456.5 | 651.2 |
| Computers & Electronics | 50.4 | 59.1 | 239.5 | 324.2 |
| Creative Computing | 122.8 | 181.7 | 665.3 | 906.6 |
| Discover | 35.4 | 49.4 | 189.9 | 215.9 |
| Family Computing | 55.2 | — | 297.9 | — |
| Mechanix Illustrated | 94.4 | 79.9 | 381.1 | 357.4 |
| Omni | 63.6 | 64.0 | 289.1 | 293.8 |
| Natural History | 45.1 | 39.2 | 239.8 | 195.7 |
| Personal Computing | 152.9 | 181.4 | 795.3 | 932.3 |
| Popular Mechanics | 135.0 | 121.8 | 516.3 | 503.6 |
| Popular Science | 110.6 | 97.6 | 459.1 | 427.3 |
| Science Digest | 37.7 | 26.5 | 142.6 | 151.7 |
| Science 84 (10X) | 27.4 | 33.0 | 148.2 | 150.3 |
| Scientific American | 73.4 | 76.7 | 325.8 | 255.5 |
| Spectrum | 115.3 | 98.4 | 491.9 | 410.1 |
| **Total Group** | **1,198.7** | **1,255.9** | **5,638.3** | **5,775.6** |
| % change | | **−4.5%** | | **−2.3%** |
| **— Women/fashion/service —** | | | | |
| Bride's Magazine (6X) A. | 270.0 | 268.0 | 1,007.5 | 992.1 |
| Cosmopolitan A. | 270.2 | 232.7 | 1,042.2 | 960.2 |
| Essence | 99.0 | 84.9 | 406.8 | 384.0 |
| Family Circle A. | 199.1 | 202.8 | 715.2 | 751.0 |
| Glamour | 220.6 | 172.4 | 876.5 | 782.9 |
| Good Housekeeping A. | 164.9 | 170.8 | 768.9 | 802.1 |
| Handmade (6X) | 14.5 | — | 67.3 | 56.7 |
| Harper's Bazaar | 145.9 | 124.2 | 712.2 | 619.0 |
| Health | 46.2 | 44.5 | 185.7 | 159.0 |
| Ladies' Home Journal | 113.5 | 107.3 | 505.5 | 450.7 |
| Ladycom | 40.2 | 37.3 | 187.1 | 157.8 |
| Lady's Circle | 7.1 | 7.0 | 37.0 | 44.5 |
| Mademoiselle | 168.3 | 149.6 | 687.8 | 614.0 |
| McCall's | 110.7 | 92.9 | 445.0 | 405.9 |
| Modern Bride (6X) | 218.5 | 183.9 | 843.2 | 781.8 |
| Ms | 77.4 | 63.3 | 248.5 | 209.7 |
| New Woman | 56.0 | 51.0 | 243.5 | 224.0 |
| Parents Magazine A. | 80.5 | 82.4 | 361.2 | 364.6 |
| Playgirl | 31.3 | 39.7 | 175.2 | 194.9 |
| Redbook | 110.6 | 97.3 | 443.5 | 397.4 |
| Self | 116.3 | 88.3 | 470.3 | 363.5 |
| Seventeen | 127.9 | 122.4 | 602.4 | 491.8 |
| Shape | 60.0 | 56.0 | 274.0 | 232.0 |
| Soap Opera Digest | 31.1 | 27.5 | 140.0 | 114.7 |
| 'Teen Magazine | 68.8 | 63.4 | 240.2 | 233.8 |
| True Story A. | 56.5 | 68.4 | 282.3 | 288.6 |
| Vogue | 255.7 | 212.2 | 1,251.4 | 1,098.0 |
| W Magazine | 84.8 | 63.2 | 536.8 | 458.5 |
| Weight Watchers | 33.2 | 26.5 | 151.1 | 134.7 |
| Woman's Day A. | 114.3 | 129.0 | 599.6 | 620.7 |
| The Workbasket (10X) | 31.0 | 30.0 | 187.2 | 188.2 |
| Working Mother | 84.8 | 74.6 | 341.4 | 314.6 |
| Working Woman | 128.8 | 100.7 | 485.0 | 443.9 |
| **Total Group** | **3,617.7** | **3,274.2** | **15,521.5** | **14,335.3** |
| % change | | **+10.4%** | | **+8.2%** |
| **— Youth —** | | | | |
| Boys' Life | 20.3 | 19.3 | 88.0 | 109.4 |
| Campus Life | 30.1 | 29.8 | 224.1 | 216.3 |
| **Total Group** | **50.4** | **49.1** | **312.1** | **325.7** |
| % change | | **+2.6%** | | **−4.1%** |

## April

| | Current month 1984 | 1983 | Year-to-date 1984 | 1983 |
|---|---|---|---|---|
| **— Business —** | | | | |
| Atlanta Bus. Chronicle (52X) | 68.0 | 34.3 | 197.3 | 117.7 |
| Barron's (52X) | 239.8 | 196.7 | 808.5 | 763.3 |
| Black Enterprise | 55.7 | 44.6 | 234.2 | 223.4 |
| Boston Business Journal | 111.7 | 60.4 | 351.2 | 232.5 |
| Business Week (52X) A. | 455.7 | 334.8 | 1,469.6 | 1,293.8 |
| California Business | 97.1 | 56.1 | 298.8 | 198.7 |
| Capital District Bus. Review | 48.4 | 33.9 | 168.4 | 138.2 |
| Corporate Report/Kansas City | 69.1 | 49.6 | 265.4 | 181.0 |
| Corporate Report/Minnesota | 94.5 | 67.8 | 330.3 | 296.8 |
| Crain's Chicago Bus. (52X) | 157.8 | 138.5 | 533.6 | 448.5 |
| Crain's Cleveland Bus. | 68.2 | 56.3 | 245.4 | 194.7 |
| Dallas/Ft. Worth Bus. (52X) | 45.5 | 24.8 | 160.2 | 127.9 |
| Dun's Business Month | 77.0 | 60.0 | 260.0 | 234.0 |
| Financial World (24X) | 39.0 | 44.8 | 125.8 | 165.6 |
| Florida Trend | 137.9 | 107.7 | 380.3 | 302.9 |
| Forbes (28X) F. | 394.7 | 250.0 | 1,167.9 | 897.3 |
| Fortune (26X) A. | 462.9 | 244.5 | 1,117.4 | 739.7 |
| Frequent Flyer | 72.0 | 54.6 | 223.1 | 204.9 |
| Hawaii Business | 55.3 | 44.1 | 180.1 | 178.4 |
| High Technology | 32.4 | 30.2 | 112.8 | 104.6 |
| Houston Bus. Journal (52X) | 162.5 | 138.3 | 562.9 | 575.3 |
| Inc. Magazine A. | 150.0 | 100.3 | 442.8 | 352.5 |
| Income Opportunities (10X) | 55.8 | 47.5 | 174.5 | 164.2 |
| Industry Week (26X) A. | 132.6 | 81.4 | 414.9 | 336.2 |
| Indianapolis Business Journal | 114.9 | 84.4 | 416.7 | 349.7 |
| New Orleans Citibusiness | 149.4 | 121.0 | 487.1 | 451.0 |
| Nation's Business A. | 26.0 | 26.8 | 88.8 | 104.9 |
| New England Bus. (20X) B. | 76.2 | 54.0 | 255.8 | 221.5 |
| Pacific Business News (52X) | 129.0 | 97.7 | 424.3 | 374.6 |
| Philadelphia Bus. Journal | 129.6 | 59.3 | 391.8 | 221.1 |
| Pittsburgh Bus. Times (52X) | 63.8 | 53.6 | 207.7 | 189.3 |
| Savvy | 54.7 | 52.5 | 183.0 | 173.4 |
| St. Louis Business Journal | 150.1 | 110.9 | 524.5 | 394.5 |
| Texas Business | 81.8 | 67.1 | 252.5 | 195.2 |
| Venture | 85.8 | 49.8 | 268.3 | 205.0 |
| **Total Group** | **4,344.9** | **3,078.3** | **13,725.9** | **11,352.3** |
| % change | | **+41.1%** | | **+20.9%** |
| **— Newspaper Sunday magazines* —** | | | | |
| Arizona Republic | 95.0 | 55.0 | 270.7 | 278.9 |
| Boston Globe | 256.0 | 255.0 | 797.1 | 717.1 |
| California Living | 63.3 | 46.9 | 218.8 | 186.8 |
| Chicago Tribune | 120.5 | 95.3 | 295.4 | 327.3 |
| Cincinnati Enquirer | 107.7 | 93.5 | 301.9 | 312.3 |
| Cleveland Plain Dealer | 91.1 | 87.3 | 239.8 | 294.7 |
| Columbus Dispatch | 63.0 | 49.1 | 188.9 | 161.7 |
| Dallas Times Herald | 99.3 | 57.6 | 225.6 | 184.6 |
| Denver Post | 204.0 | 252.0 | 593.0 | 748.0 |
| L.A. Times Home Magazine | 106.6 | 87.2 | 420.8 | 285.6 |
| Louisville Courier-Journal | 94.2 | 118.1 | 295.0 | 379.2 |
| Miami Herald | 66.7 | 45.9 | 210.6 | 219.3 |
| New York News | 17.4 | 71.4 | 155.7 | 213.4 |
| New York Times Magazine | 434.3 | 345.7 | 1,558.0 | 1,315.3 |
| Philadelphia Inquirer | 72.8 | 65.3 | 243.3 | 254.3 |
| Toledo Blade Magazine | 64.9 | 41.9 | 176.8 | 183.3 |
| Washington Post | 145.5 | 117.4 | 449.0 | 410.4 |
| **Total Group** | **2,102.6** | **1,884.6** | **6,640.4** | **6,472.2** |
| % change | | **+11.5%** | | **+2.5%** |
| **— Weeklies/bi-weeklies —** | | | | |
| The Advocate (25X) | 83.0 | 94.8 | 385.3 | 422.6 |
| Army Times Military Group: | | | | |
| Air Force Times (52X) | 173.0 | 136.4 | 580.5 | 543.4 |
| Army Times (52X) | 167.0 | 131.5 | 558.1 | 522.5 |
| Navy Times (52X) | 185.0 | 143.3 | 631.8 | 611.8 |
| The Times Magazine | 37.2 | 33.5 | 81.0 | 69.3 |
| The Blood-Horse (52X) | 499.3 | 362.5 | 2,262.6 | 2,081.5 |
| Capper's Weekly (26X) | 21.1 | 23.7 | 120.5 | 122.8 |
| Commonweal (22X) | 7.5 | 9.2 | 33.5 | 32.0 |
| Golf World (43X) | 111.2 | 128.3 | 323.8 | 334.7 |
| Grit (52X) A. | 26.7 | 26.3 | 112.2 | 121.3 |
| National Journal | 30.0 | 26.0 | 112.5 | 98.0 |
| National Review | 32.0 | 34.5 | 107.0 | 128.1 |
| New Republic (48X) | 38.6 | 33.3 | 120.4 | 117.4 |
| New York Magazine (50X) | 289.5 | 375.3 | 835.7 | 926.4 |
| New Yorker (52X) | 392.0 | 404.0 | 1,161.5 | 1,185.5 |
| Newsweek (52X) A. | 316.0 | 280.2 | 932.7 | 857.6 |
| People (52X) | 370.9 | 282.3 | 1,088.2 | 969.8 |
| Rolling Stone (25X) | 72.1 | 114.8 | 325.1 | 322.0 |
| Sporting News (52X) | 64.9 | 62.5 | 208.8 | 213.3 |
| Sports Illustrated (52X) A. | 257.0 | 246.9 | 848.8 | 826.3 |
| Time (52X) A. | 265.3 | 261.6 | 851.9 | 852.0 |
| TV Guide (52X) A. | 241.5 | 353.3 | 1,268.9 | 1,357.0 |
| Us Magazine (26X) | 44.0 | 96.2 | 301.0 | 333.8 |
| U.S. News & World Report (52X) A. | 178.2 | 141.5 | 516.4 | 531.9 |
| **Total Group** | **3,903.0** | **3,801.9** | **13,768.2** | **13,581.0** |
| % change | | **+2.6%** | | **+1.3%** |
| **— Foreign —** | | | | |
| Good Housekeeping Foreign Editions: | | | | |
| Australia | 28.0 | 42.4 | 117.7 | 125.9 |
| Great Britain | 147.3 | 140.4 | 378.1 | 339.2 |
| Japan | 75.6 | 45.5 | 257.0 | 198.9 |
| Buenhogar: | | | | |
| Central America | 1.0 | 5.0 | 1.0 | 7.0 |
| Chile | — | 3.0 | — | 4.0 |
| Colombia | 30.5 | 52.7 | 69.2 | 130.7 |
| Dominican Republic | 4.0 | 15.2 | 16.5 | 42.2 |
| Ecuador | 12.0 | 14.0 | 37.0 | 27.3 |
| Mexico | 46.7 | 31.8 | 118.5 | 187.5 |
| Peru | 13.5 | 31.5 | 42.5 | 60.3 |
| Puerto Rico | 20.5 | 18.0 | 53.0 | 47.8 |
| U.S. | 8.0 | 7.0 | 41.0 | 27.3 |
| Venezuela | 20.5 | 24.8 | 56.5 | 84.8 |
| Geomundo: | | | | |
| Central America | 7.0 | 2.0 | 15.8 | 10.0 |
| Chile | 7.0 | 2.0 | 14.8 | 13.0 |
| Colombia | 13.0 | 8.0 | 27.0 | 27.5 |
| Ecuador | 4.0 | 1.0 | 10.0 | 10.0 |
| Mexico | 9.0 | 6.0 | 19.8 | 22.5 |
| Peru | 7.0 | 4.0 | 14.8 | 14.0 |
| Puerto Rico | 4.0 | 3.0 | 9.8 | 11.0 |
| U.S. | 7.0 | 3.0 | 15.5 | 5.0 |
| Venezuela | 12.0 | 8.5 | 36.3 | 38.7 |
| Hombre De Mundo: | | | | |
| Central America | 6.0 | 6.0 | 18.0 | 20.3 |
| Chile | 7.0 | 5.0 | 20.0 | 18.0 |
| Colombia | 9.0 | 7.0 | 25.0 | 30.5 |
| Ecuador | 5.0 | 5.0 | 18.0 | 20.0 |
| Mexico | 16.5 | 10.0 | 34.0 | 36.0 |
| Peru | 5.0 | 4.0 | 17.0 | 13.0 |
| Puerto Rico | 6.0 | 5.5 | 17.0 | 19.3 |
| U.S. | 7.0 | 2.0 | 14.0 | 5.0 |
| Venezuela | 15.5 | 16.0 | 45.5 | 60.3 |
| Ideas Para Su Hogar: | | | | |
| Central America | — | 1.0 | — | 1.0 |
| Colombia | 16.0 | 23.5 | 42.0 | 66.0 |
| Ecuador | 5.0 | 2.0 | 16.0 | 6.0 |
| Mexico | 9.0 | 12.3 | 20.5 | 67.3 |
| Peru | 5.0 | 5.0 | 16.5 | 12.0 |
| Puerto Rico | 1.5 | 2.3 | 2.0 | 3.3 |
| U.S. | 7.0 | 3.3 | 24.5 | 5.3 |
| Venezuela | 15.0 | 11.5 | 40.2 | 45.5 |
| Mecanica Popular: | | | | |
| Argentina | 4.2 | 7.7 | 23.0 | 27.7 |
| Central America | 14.3 | 10.5 | 49.5 | 47.0 |
| Chile | 7.5 | 5.8 | 22.3 | 23.3 |
| Colombia | 13.5 | 15.8 | 46.0 | 63.8 |
| Mexico | 13.2 | 7.0 | 39.2 | 37.5 |
| Peru | 18.5 | 18.8 | 58.2 | 65.3 |
| Puerto Rico | 15.0 | 15.7 | 54.0 | 54.8 |
| U.S. | 7.0 | 2.0 | 16.7 | 6.0 |
| Venezuela | 14.7 | 16.5 | 53.7 | 80.5 |
| The Ring en Espanol: | | | | |
| Colombia | 1.0 | — | 1.0 | — |
| U.S. | 5.0 | 2.0 | 11.3 | 8.0 |
| Venezuela | 1.0 | — | 3.0 | 3.0 |
| Vanidades Continental: | | | | |
| Central America | 12.0 | 10.2 | 19.5 | 22.3 |
| Chile | 3.0 | 4.7 | 3.0 | 16.0 |
| Colombia | 101.2 | 83.7 | 173.8 | 199.5 |
| Dominican Republic | 12.5 | 27.5 | 23.8 | 23.7 |
| Ecuador | 32.5 | 16.7 | 60.5 | 39.5 |
| Mexico | 116.8 | 94.3 | 256.3 | 382.3 |
| Peru | 40.5 | 34.0 | 70.0 | 88.0 |
| Puerto Rico | 89.0 | 66.7 | 149.7 | 160.5 |
| U.S. | 61.2 | 45.7 | 159.5 | 171.2 |
| Venezuela | 67.5 | 72.2 | 135.7 | 208.3 |
| Business Week Int'l. | 163.7 | 137.3 | 448.2 | 486.1 |
| Cosmopolitan Foreign Editions: | | | | |
| Australia | 69.1 | 71.7 | 187.8 | 212.0 |
| Brazil | 37.0 | 44.0 | 118.0 | 146.5 |
| France | 178.0 | 154.0 | 550.2 | 307.4 |
| Germany | 117.1 | 73.8 | 333.0 | 186.4 |
| Great Britain | 130.0 | 119.0 | 362.3 | 324.0 |
| Greece | 90.0 | 53.0 | 200.0 | 168.0 |
| Holland | 72.0 | 49.0 | 156.0 | 94.0 |
| Italy | 81.0 | 85.7 | 182.7 | 177.9 |
| Japan | 30.0 | 54.5 | 106.7 | 146.6 |
| South Africa | 56.2 | — | 124.3 | — |
| Cosmopolitan en Espanol: | | | | |
| Central America | — | 3.8 | — | 9.8 |
| Colombia | 12.2 | 15.0 | 20.3 | 41.5 |
| Ecuador | 1.0 | 1.7 | 1.0 | 4.7 |
| Mexico | 45.5 | 53.3 | 119.0 | 199.0 |
| Peru | 1.0 | 9.7 | 2.0 | 26.7 |
| Puerto Rico | 42.3 | 21.3 | 86.8 | 67.5 |
| U.S. (Spanish language) | 17.2 | 13.5 | 67.7 | 55.2 |
| Venezuela | 28.2 | 17.2 | 52.2 | 53.0 |
| International Communications: | | | | |
| African Business | 54.0 | 17.8 | 105.7 | 110.2 |
| New African | 9.8 | 27.0 | 61.1 | 95.8 |
| The Middle East | 28.6 | 27.0 | 83.5 | 106.4 |
| International Management: | | | | |
| Africa | 15.5 | 16.7 | 48.3 | 61.7 |
| Europe | 53.3 | 50.7 | 135.2 | 147.0 |
| Latin America | 12.8 | 33.0 | 32.2 | 55.0 |
| Middle East | 10.5 | 23.0 | 50.7 | 65.2 |
| Pacific | 16.5 | 18.7 | 47.7 | 61.8 |
| Johnston International: | | | | |
| Alam Attijarat | 48.5 | 57.2 | 182.8 | 213.8 |
| Ejecutivo | 4.2 | 12.0 | 10.5 | 20.3 |
| Modern Africa | 20.0 | 19.3 | 32.7 | 37.8 |
| Modern Asia | 26.2 | 28.0 | 65.1 | 96.8 |
| Newsweek International A.: | | | | |
| Atlantic | 122.8 | 98.5 | 320.5 | 296.7 |
| Latin America | 30.7 | 27.3 | 97.2 | 98.4 |
| Pacific | 78.3 | 69.5 | 236.1 | 248.8 |
| Progreso (9X) | — | 13.7 | 9.8 | 33.0 |
| Reader's Digest: | | | | |
| Arabic | — | 16.0 | 18.0 | 42.0 |
| Asian | 168.5 | 167.0 | 751.5 | 866.5 |
| Australian | 86.8 | 59.8 | 361.2 | 283.9 |
| Belgian-Flemish | 159.5 | 177.0 | 362.5 | 492.0 |
| Belgian-French | 117.0 | 134.0 | 282.0 | 389.5 |
| British | 83.3 | 59.0 | 251.7 | 299.2 |
| Chinese B | 105.5 | 80.0 | 452.0 | 329.8 |
| Danish | 29.8 | 33.0 | 141.4 | 200.6 |
| Dutch | 71.3 | 46.0 | 196.8 | 149.1 |
| Finnish | 62.0 | 95.0 | 201.0 | 262.5 |
| French | 53.8 | 74.2 | 172.8 | 284.6 |
| German | 99.2 | 90.1 | 365.9 | 359.9 |
| Greek | — | — | 7.5 | — |
| Iberian | 30.5 | 13.0 | 76.5 | 73.5 |
| Indian-English | 69.5 | 78.5 | 206.5 | 312.0 |
| Indian-Hindi | 4.0 | 4.5 | 11.0 | 12.5 |
| Italian | 62.0 | 62.0 | 210.5 | 238.0 |
| Japanese | 46.5 | 45.4 | 190.8 | 236.7 |
| Korean | 28.5 | 24.3 | 106.5 | 78.2 |
| Latin American: | | | | |
| Argentina | 14.0 | 13.5 | 74.5 | 42.5 |
| Brazil | 3.0 | 2.0 | 7.0 | 44.0 |
| Central American | 8.0 | 14.5 | 31.0 | 46.5 |
| Chile | 9.5 | 13.5 | 55.5 | 46.5 |
| Colombia | 35.0 | 40.0 | 82.0 | 119.5 |
| Ecuador | 5.5 | 11.0 | 37.5 | 37.0 |
| Mexico | 56.3 | 46.1 | 168.0 | 215.4 |
| Peru | 6.0 | 12.0 | 39.0 | 36.5 |
| Puerto Rico | 5.0 | 4.5 | 39.0 | 36.5 |
| U.P.B. | 6.5 | 11.0 | 29.0 | 23.0 |
| U.S. Spanish | 12.5 | 14.0 | 32.5 | 42.0 |
| Venezuela | 12.5 | 16.0 | 35.5 | 57.0 |
| New Zealand | 60.5 | 82.5 | 251.0 | 367.0 |
| Norwegian | 41.0 | 48.3 | 177.6 | 183.8 |
| Portugal | 44.5 | 36.5 | 43.5 | 186.5 |
| South African | 69.0 | 96.5 | 374.3 | 368.5 |
| Swedish | 7.0 | 18.0 | 74.0 | 113.5 |
| Swiss-French | 38.0 | 39.0 | 141.9 | 158.7 |
| Swiss-German | 35.0 | 46.0 | 176.4 | 200.2 |
| Time International: | | | | |
| Time-Asia | 119.4 | 119.6 | 322.3 | 312.4 |
| Time-Atlantic | 147.3 | 108.0 | 368.6 | 324.4 |
| Time-Canada | 226.9 | 174.1 | 682.4 | 529.9 |
| Time-Latin America | 52.9 | 54.0 | 142.7 | 152.1 |
| Time-South Pacific | 128.2 | 115.1 | 377.0 | 395.8 |
| Visao (52X) | 183.5 | 143.3 | 535.8 | 501.2 |
| Vision/Latin America (26X) A. | 27.6 | 27.1 | 79.7 | 87.9 |
| **Total Group** | **5,598.7** | **5,231.5** | **16,532.8** | **17,555.1** |
| % change | | **+7.0%** | | **−5.8%** |

C2710-1A


# Advertising Age®


© Entire contents copyright 1984 by Crain Communications Inc. All rights reserved.

*$1.25 a copy; $52 a year* *The International Newspaper of Marketing* *May 28, 1984*

## *Mr. Goodwrench now selling oil*

GM Parts is seeking to capitalize on the Mr. Goodwrench name with its first marketing of a GM-branded consumer-use item. D'Arcy MacManus Masius handles. *(See story on Page 26.)*

# Colgate joins shift to pump for dentifrice

**By NANCY GIGES and GAY JERVEY**

NEW YORK—Colgate-Palmolive, latching on to what may be a growing trend in the dentifrice market, is rolling national with a pump-dispenser toothpaste under its Colgate brand name.

Colgate's move comes on the heels of Minnetonka's Inc.'s national introduction of Check-up, a pump-dispenser toothpaste supported by a $20 million ad campaign that broke May 14 (AA, May 14). With the $30 million that sources expect Colgate to invest in its product, a $50 million ad battle could be expected this summer.

In addition, further competition is likely to come from both Lever Bros., already working on an Aim pump-dispenser product, plus Procter & Gamble. Analysts and trade sources expect P&G to follow quickly with a line extension of Crest.

In introducing these new products, dentifrice marketers hope to maintain the momentum they gained through the gel extensions introduced in recent years.

Colgate's product has been testing in Minneapolis—Chaska, Minn.-based Minnetonka's backyard—since August, but tv commercials were tested in Bakersfield, Cal., even earlier (AA, July 18). In Minneapolis, the pump dispenser gained a 5% market share but has since fallen back to about 2%, sources report.

Rollout plans call for the product to go into the New York market first this summer, to be followed quickly by national expansion.

**Colgate's** new pump dispenser will go up against Check-up brand from Minnetonka Inc.

The $30 million in ad support the company plans during the introductory period matches the 1983 measured media spending for all Colgate toothpaste lines, according to Leading National Advertisers.

Colgate, with a 22% market share, holds the No. 2 slot nationally among toothpastes. P&G's Crest is the unquestioned leader with 35% of the category. Other brands and their shares are Beecham's Aqua-fresh, 11%; Lever's Aim, 10%; Lever's Close-up and

*(Continued on Page 64)*

# Upfront pace quickens

NEW YORK—The network tv prime time upfront market is expected to break this week, coming at least six weeks sooner than in recent years and apparently matching the dizzying pace already set in news and daytime upfront sales.

However, advertisers and agencies remain adamant that prime time prices will increase only between 4% and 7%, by far the smallest price hikes in recent years. Last year, prime time upfront prices jumped about 11% over 1982-83, when prices soared about 16% over the previous season.

The networks report that at least four agencies and media-buying services, including Paul Schulman Co., New York, and Western Media International, Los Angeles, have submitted plans for upfront prime time, the first step following the screening of fall pilots in the negotiating process. The networks this week will put prices against the submitted plans and the annual dickering will commence.

Paul Schulman, president of Paul Schulman Co., the network tv-buying arm of Gardner Advertising on behalf of client Ralston Purina, said that while he was "nowhere near wrapping up prime time [upfront buying]" he did hope "to make some strides" this week.

Mr. Schulman, who traditionally places the first upfront buy every year, added, "I know what I want to buy and where I want to be."

The explanations from network and agency officials for why upfront prime time will move so early this year range from the "big event distractions" of the summer (the Los Angeles Olympic Games and the political conventions) to the rush in news and daytime sales in this year's scatter market and next season's upfront sales. Networks also report advertiser budgets for next season are ahead of last year.

"The amount of the budgets in all three dayparts [daytime, news and prime time] are all way up," said Jake Keever, vp in charge of sales, ABC-TV Network. He said upfront news is "almost over" and daytime is as much as three-quarters sold out.#

# Court serves A-B the rights to 'LA'

**By SCOTT HUME**

Anheuser-Busch has won Round 1 in the "LA" beer trademark battle.

Judge Roy W. Harper of federal district court in St. Louis last week permanently enjoined Stroh Brewery, Detroit, from marketing its low-alcohol brand under the Schaefer L.A. name, ruling in favor of Anheuser-Busch's contention that the LA brand name for its low-alcohol beer is a protectable trademark.

Judge Harper, hearing a suit and countersuit between A-B and Stroh, noted in his ruling that A-B already has spent $8.5 million advertising and promoting the LA brand and "has committed an additional $13 million to network tv" advertising this summer. A-B,

*(Continued on Page 64)*

NEWSPAPER
AA
DC2001ACONGLI
CONGRESSIONAL INFO SERVICE
SRI ACQUISITIONS
4520 EAST-WEST HWY #800
WASHINGTON DC 20014

## last minute news

### *Geers Gross laces up $5 million Bass account*

WILTON, ME.—G.H. Bass & Co. has moved its $5 million-plus account to Geers Gross Advertising after successfully completing a project assigned seven weeks ago to develop a women's shoes campaign. Lord, Geller, Federico, Einstein is the previous agency. New York-based Geers Gross will move Bass into tv advertising for the first time this fall. Also, the women's shoe line advertising will be tied together visually with the men's line ads in magazines this summer.

### *Most strikers return to work in Las Vegas*

LAS VEGAS—The culinary and bartenders' unions ratified an agreement Friday with 11 hotels and resorts in Las Vegas. Workers are slated to return to their jobs May 29. That settlement will leave less than 1,800 of the original 17,000 strikers still out. Three properties continue to be struck.

### *Reiser shop expected to get Pizza Hut division*

WICHITA, KAN.—Pizza Hut is expected to move its estimated $3 million-to-$5 million Pacific division account to Reiser Williams DeYong/Cunningham & Walsh, Irvine, Cal. Previous agency is W.B. Doner & Co., Los Angeles. The action comes amid Pizza Hut's review of its $20 million national account (AA, May 24). Foote, Cone and Belding Communications, Chicago, previously had that account.

*(Continued on Page 8)*

# Hart adds spots via Cal. shop

**By JENNIFER PENDLETON**

LOS ANGELES—Presidential hopeful Gary Hart, in a close race with Walter Mondale in the June 5 Democratic primary in California, last week named Santa Monica-based political ad specialist Zimmerman, Galanty & Fiman to direct a $500,000-to-$600,000 statewide tv and radio ad campaign.

With Mr. Mondale already close to his mandated spending limit, Sen. Hart is waging one of his heaviest media campaigns in this "Yuppie country" state. Ads will begin May 30 and run through June 5.

Executives of the agency, who

*(Continued on Page 66)*

MCI can save money over Bell's long-distance rates, claims Joan Rivers in a new MCI campaign.

# Joan Rivers zaps Bell

By ROBERT RAISSMAN

MCI Communications is stepping up its celebrity campaign by unleashing the frenetic comedienne Joan Rivers in an assault on Ma Bell's long-distance rates.

The spots, created by Ally & Gargano, New York, have begun airing in a few markets but will be expanded to 100 markets by the end of this week.

Ms. Rivers' commercials are targeted for cities where MCI is beginning its marketing effort in advance of the arrival of "equal access," a federally mandated process through which local telephone companies are gradually upgrading their switches to provide carriers such as MCI with the same connections used by AT&T. MCI began an "equal-access" print campaign two weeks ago (AA, May 14).

In the spots, Ms. Rivers cranks her motor-mouth into overdrive, directing her acerbic wit at AT&T. "Have you heard AT&T's latest promise?" she says. "Now they're not just reaching out. They're reaching out in new directions. Oh, please! They are reaching out in the same direction that they always have: For your wallet. . .Alright? So take my advice, call MCI. They'll save you up to 30, 40, even 50% on long-distance calls to any phone in any other state from coast to coast and they'll keep their hands to themselves!"

The spots come on the heels of the recent airing of a Burt Lancaster commercial for MCI. Merv Griffin inaugurated the celebrity campaign. Gary Tobin, a spokesman for MCI, said two more unidentified stars will be introduced into the campaign.

"From the initial reaction we've had for Burt, Merv and Joan, we may stay with the three longer," Mr. Tobin said. "They seem to be doing very well."#

# J&J sues FDA over ibuprofen

By NANCY GIGES

Johnson & Johnson's McNeilab Inc. has gone to court to stop Bristol-Myers and American Home Products from selling ibuprofen, the nonaspirin pain reliever approved by the Food & Drug Administration (AA, May 21).

As expected, J&J has sued the FDA in federal district court in Washington, charging that the agency made an arrangement regarding control of ad claims with the two companies before it would give them the green light to sell the drug over the counter.

J&J filed a citizen's petition arguing that the FDA has "no legal authority to make arrangements or agreements, whether on a voluntary or mandatory basis, to regulate the advertising for an otc drug."

For its part, Bristol-Myers said in an official statement, "This is not only an attack on the FDA, but also on the American consumer. It is an arrogant and unconscionable effort by J&J to keep an important new drug off the nonprescription pain relief market."

As the marketer of Tylenol, the leading analgesic in the $1.3 billion category, J&J could lose substantial business to these new brands, Bristol's Nuprin and AHP's Advil. Other companies cannot introduce ibuprofen products for a year, until the patent on the drug expires.

In its complaint, J&J says an arthritis advisory committee reviewing the appropriateness of otc marketing issued a conditional recommendation last fall that the drug was suitable if the FDA could regulate or control advertising. Its concerns were that ads may not clearly indicate the drug is unsuitable for certain patients, such as those who are aspirin-sensitive.

The lawsuit states that the commit-

(Continued on Page 66)

# Pillsbury cooks up microwave pizza line

By JANET NEIMAN

Pillsbury Co. is introducing nationally a four-item line of microwave pizzas to be followed by other Pillsbury microwave products now in the works.

The new frozen pizza, marketed under the Pillsbury label, is entering national distribution, except for the East Coast, this month. East Coast distribution begins in August.

Pillsbury Microwave Pizza—a single-serve item in sausage, pepperoni, cheese or combination sausage and pepperoni—is said to use a technology that provides a crisp crust. It cooks in 4½ to six minutes. Suggested retail price is $1.69.

The new item is the company's second nationally marketed product intended for microwave ovens. Pillsbury microwave popcorn,

(Continued on Page 66)

# 'GM feeling' is spreading

By JESSE SNYDER

DETROIT—General Motors may be putting its "mark of excellence" on a lot more than cars and trucks.

GM is moving to diversify by buying other companies and using its auto technology in other fields.

Its Delco Electronics division is already peddling pressure sensors, orginally developed for car controls, to monitor blood pressure, industrial boilers and aircraft controls.

That puts new meaning in the GM Parts ad slogan "Get that great GM feeling with genuine GM parts."

GM's Delco Remy division is producing a rare-earth alloy magnet that cuts the weight of engine-starter motors in half. Nonautomotive applications include industrial motors and generators and appliances.

GM's latest candidate for acquisition is Electronic Data Systems of Dallas, which could help GM with its internal computing needs. EDS' main business is proving programing for computer management systems—another possible outlet for the GM trademark.

With a cash value of $2 billion or more, based on stock price, EDS would be a major investment for GM. But the auto maker's cash on hand climbed to $9.13 billion at the end of the first quarter of 1984 and analysts have said they expect GM's available cash to grow to $12 billion by yearend.

GM is looking for an investment for its cash reserves, a solid company with a proven track record and good prospects, but one that would be salable if GM needed the cash for transportation needs later.

EDS would be part of the diversification effort. GM chairman Roger Smith has said he wants to enter other fields and expects that eventually 10% of GM's sales would be in nonautomotive areas.

Much of the speculation has concentrated on GM diversifying by buying whole companies. Recent nonautomotive acquisitions include Teknowledge, a small computer concern, and a 10% share of Philip Crosby & Associates, a quality-control consulting company.#

# highlights

**Monday, May 28, 1984**

**Campbell Soup** corporate ads are taking to the air—lines, that is. Beginning June 1, Campbell will break a series of "infomercials" on American and United Airlines flights. *See Page 10.*

**De Armas Publications**, a publisher of Spanish-language magazines, will begin a three-year effort to try to entice subscribers for its Hispanic Magazine Network. Up to now, magazines aimed at the Hispanic market have relied heavily on newsstands sales. *See Page 26.*

**Officials** of the *Washington Times* say publicity that the newspaper's link to the Unification Church has hurt its efforts to get subscribers in California for its new national edition. They say, however, that rollouts into new markets will continue. *See Page 30.*

## CORPORATE CLOSEUP

**Church's Fried Chicken** management gave its shareholders an old-fashioned revival session at the company's recent annual meeting. What they want to revive is the marketer's flagging performance in an increasingly competitive and growing fast-food chicken market. And company officials believe they can do it. *See Page 4.*

## INTERNATIONAL

**Atari Inc.**, citing unexpectedly poor sales, is substantially reducing its presence in Japan only a year after it set up Atari International Nippon Inc. to market home videogames and cassettes there. *See Page 36.*

**Britain's Fleet Street** publishers will meet next month to consider creating a newspaper advertising bureau to promote the sagging British press. The effort is drawing support as a means to help gain back ad revenue now going to tv. See Page 36.

**The Malaysian** government has recently passed a law requiring foreign and domestic publishers to begin paying an undetermined fee to circulate their materials in the country. *See Page 37.*

**The U.N.'s World Health** Organization, despite U.S. objections, has come a step closer to adopting a pharmaceutical marketing code. *See Page 40.*

## VIDEOTECH

**The Summer Olympics** and this year's presidential nominating conventions will make the major tv networks less aggressive in spending for original programing this summer. However, the nets will try to keep viewers interested by introducing fresh programs in June. *See Page 47.*

## COMING THURSDAY IN *Magazine*

**The best promotions** of 1983 used free premiums, sweepstakes and special events to attract consumers to a variety of products.

**The rocky Mexican economy** is keeping many U.S.-made products out of Mexico and many travel-loving Mexicans in.

**Cable Television:** The embattled industry is fighting for its survival against city hall, advertiser reluctance and new technologies. *In special report.*

## REGULAR FEATURES


| | | | |
|---|---|---|---|
| ACCOUNT CHANGES | 12 | PHOTO REVIEW | 24 |
| ADBEAT | 60 | PRESSTIME | 8 |
| ADVERTISING MARKETPLACE | 53 | REGIONAL NEWS | 44 |
| BRADY'S BUNCH | 30 | VIDEOTECH UPDATE | 48 |
| CON-SID-ERATIONS | 16 | WASHINGTON BEAT | 46 |
| CORRECTIONS & CLARIFICATIONS | 6, 50 | WORLD NEWS ROUNDUP | 3 |
| EDITORIAL | 16 | | |
| FOR THE RECORD | 61 | | |
| FORUM | 20 | | |
| LETTERS | 22 | | |
| MEDIA PEOPLE | 30 | | |
| OBITUARIES | 63 | | |


FIGURES TO FILE


| | |
|---|---|
| COLD CEREAL'S TOP 10 | 32 |
| COLD CEREAL MARKET SHARES | 32 |


$1.25 a copy, $52 a year, $95 two years. Add $99 per year for air delivery to Europe & Middle East. Add $31 for surface mail to all other foreign countries. WILLIAM STRONG, vp-circulation; ROGER DI GREGORIO, fulfillment director; HEIDI SCHULTZ, senior circulation manager. Four weeks' notice required for change of address. Address all subscription correspondence to circulation department, Advertising Age, 740 Rush St., Chicago, Ill. 60611 (312) 649-5200.

Vol. 55, No. 28—ADVERTISING AGE (ISSN 0001-8899) is published twice weekly except three times a week the last week in March, the second week in September and except once a week the third week in November, the third week in December, the fourth week in December at 740 Rush Street, Chicago, IL 60611. Second-class postage paid at Chicago and additional mailing offices. Send address changes to ADVERTISING AGE, Circulation Department, 740 Rush Street, Chicago, IL 60611.

Microfilm copies are available from University Microfilms, 300 N. Zeeb Rd., Ann Arbor, Mich. 48013. Microfiche copies are available from Bell & Howell, Micro Photo Division, Old Mansfield Rd., Wooster, O. 44691.

# Celestial Seasonings drops DDB

By JENNIFER PENDLETON

Less than two months after it was purchased by Kraft Inc.'s retail food group (AA, March 26), Celestial Seasonings has ended its four-year relationship with Doyle Dane Bernbach/West, Los Angeles.

Keith Brenner, vp-marketing at the Boulder, Colo.-based herbal tea marketer, said the split, effective Aug. 1, reflects the company's need to reevaluate its marketing direction following the takeover by Glenview, Ill.-based Kraft.

But, said Mr. Brenner, that doesn't necessarily mean a Kraft agency will assume the business.

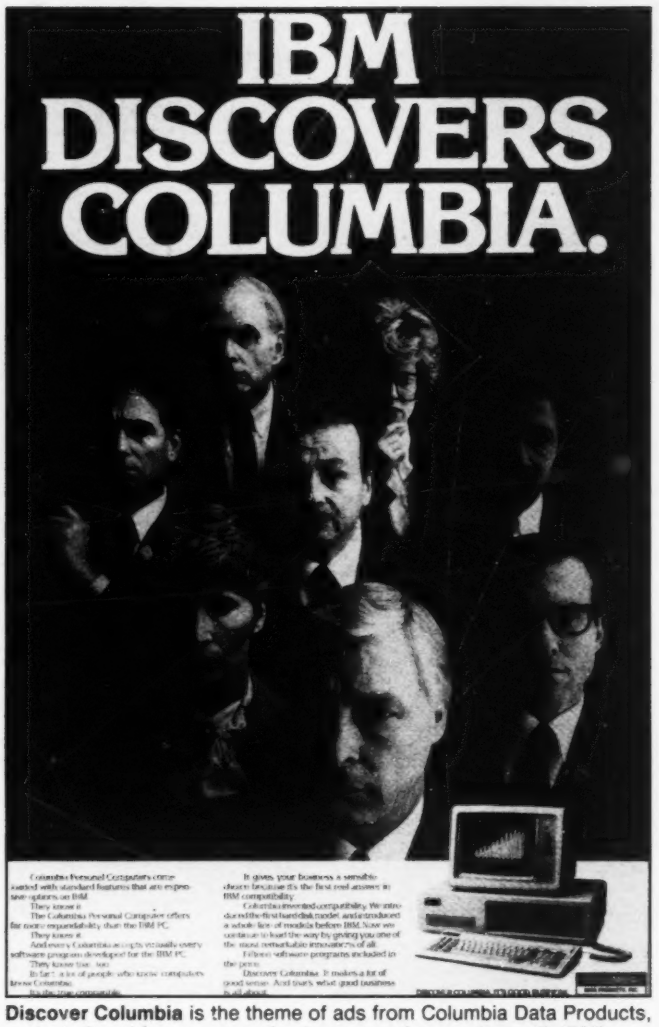
Mr. Brenner said he has drawn up a preliminary list of agencies from which he will select the finalists to compete for the Celestial account.

He said he hopes to select a new agency within the next two months.

Celestial now spends between $1.5 million and $2 million on advertising. But with the resources of Kraft behind it, that figure seems likely to rise.

Mr. Brenner, a longtime Celestial employe who held Celestial's top marketing position in the past, has been in his current post only

(Continued on Page 66)




**Discover Columbia** is the theme of ads from Columbia Data Products, including this one comparing its personal computers with IBM's.

# Major Always effort marks P&G's 'return'

**By JANET NEIMAN**

Procter & Gamble will begin an advertising and promotion blitz for its new Always line of sanitary napkins July 2, when it breaks a daytime and nighttime schedule of 30 and 45-second network tv commercials.

Concurrently, the company will begin a radio campaign targeted at teen agers and start a direct-mail sampling effort planned to reach 80% of all households where sanitary pads are used. Each sample will contain four maxipads and five pantyliners, plus a $1-off coupon good on any Always product.

The Always line of beltless pads, now being introduced nationally (AA, May 7), includes deodorant and regular versions of maxipads, thin maxipads, pantyliners and minipads.

Always is P&G's first entry into the feminine-hygiene products category since its Rely tampons were pulled from the market because of health and safety factors; the heavy advertising and promotion it will receive illustrates that the company is eager to re-establish quickly its presence in the category.

The company is asking the trade to "aggressively merchandise Always during its introduction."

"We want to get our fair share of category growth during the Always introduction," some trade materials say.

Drexel Burnham Lambert analyst Hercules Segalas estimates P&G will spend more than $100 million in advertising and promotion of Always.

Always will compete in the $540 million sanitary-pad segment of the estimated $870 million feminine-protection category with market-leader Johnson & Johnson, Kimberly-Clark and Tambrands.

According to George Adler, vp at Smith Barney Inc., J&J holds an estimated 48% of the market via its Stayfree, Sure & Natural, Carefree, Silhouettes and Assure pads. No. 2 in the category, with about 37% of the market, is Kimberly-Clark, marketer of Kotex, New Freedom, Kotex Anyday and Lightdays brands, followed by Tambrands, whose Maxithins brand comprises about 8% of the market.

P&G will support the broadcast effort with spread ads beginning in August issues of women's, fashion, dual-audience, teen and black consumer magazines. Those ads, comparing Always with "a leading maxi," emphasize the absorbency of the P&G Dri-Weave technology, saying it "keeps you cleaner and drier than any other maxi."

P&G is telling the trade its print ads "will deliver our performance advantage message because it is the only medium where we can fully discuss the clean/dry benefit."

The print campaign will focus on the maxipad although it refers to the availability of the other Always products. Page ads will follow the spread ads begin-

*(Continued on Page 63)*

## world news roundup

**SYDNEY—USP Needham** has sold its 50% interest in Standard & Hawkins to its Japanese partner, Standard Advertising, as part of an overall restructuring in Australia. The move makes S&H the first wholly-owned Japanese agency in Australia. USP also sold its 25% holding in Hyde Everett & Fuller, Melbourne, back to agency principals.

**TAIPEI—Pillsbury Co.** has signed a joint venture with Great Wall Enterprise Co., a food company, to produce food products in Taiwan.

**LONDON—Polaroid** is replacing its U.S.-created advertising, featuring James Garner, with new British spots following a report that awareness of its cameras had dropped to 50%. The account moves from Doyle Dane Bernbach, New York, to DDB, London.

**GENEVA—Consumer** groups from eight European countries are planning a campaign against West Germany's Milupa Co., which allegedly violated the World Health Organizations' baby-food marketing code.

**LONDON—Ponderosa Systems** says it will open three more steak restaurants in the U.K. by the end of the year. Its first outlet opened three years ago. Bean Advertising is the agency.

**FLORENCE—Gucci** has awarded its estimated $1.8 million fashion account to Troost Campbell-Ewald, Milan, which also will coordinate worldwide advertising. The account was previously handled in-house.

**MADRID—Danis Benton & Bowles** picked up more than $1 million in new business from Granjas Castello, a leading Spanish milk

*(Continued on Page 36)*

# Chiat makes Big Apple Apple move

**By BRIAN MORAN**

NEW YORK—Chiat/Day last week shifted all network tv buying on its $50 million Apple Computer account to New York from San Francisco in what is viewed as a strengthening of the agency's New York media presence as it continues to compete for the Miller High Life account.

Chiat/Day has been vying for the $50 million Miller High Life business with incumbent Backer & Spielvogel and Leo Burnett USA (AA, Feb. 6, *et seq.*). Miller, a unit of Philip Morris Inc., has given "exploratory creative assignments" to the competing agencies.

However, sources close to the competition have speculated that should High Life's creative be as-

*(Continued on Page 62)*

# Computers now angling for edge

**By BOB MARICH and BRIAN MORAN**

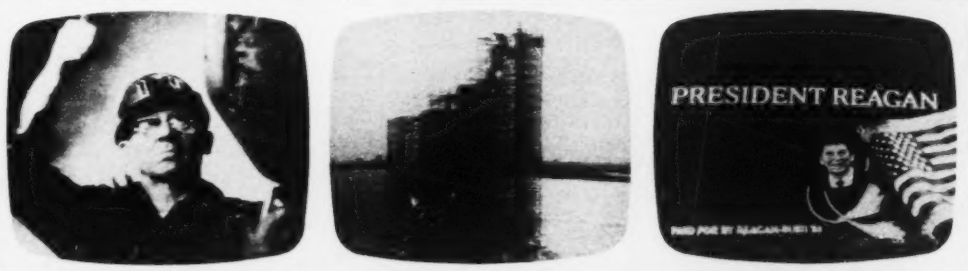
ATLANTA—Computer companies, faced with an impending personal computer glut, are gathering arms for a reluctant marketing war.

"We are in a technology industry where promotion is more important than technology," lamented John Roach, chairman and president of Tandy Corp., Fort Worth, in his keynote address delivered to the Comdex computer show here last week.

A key message at the show, attended by 45,000 people, was that for the first time ever the supply of personal computers will exceed demand, beginning this year.

In addition, the volatile $12 million computer market has become a high-stakes poker game, and any

*(Continued on Page 61)*




**Tuesday Team** spots for President Reagan include this Statue of Liberty effort.

# The vision of Reagan's America

***Ad Age review***

**By FRED DANZIG**

NEW YORK—If there's a reason the "reelect President Reagan" tv campaign is being likened to tv spots for Coca-Cola, it's that, more than anything else, they *are* Coca-Cola spots. Only the music is different. Mr. Reagan's ad hoc campaign agency, the Tuesday Team, has laced its commercials with stately, "Waltonfamily esque" music instead of brassy, uptempo soft-drink jingles.

Creatively, the blend works. Imagine Norman Rockwell as art director. The Reagan spots are absolutely first-rate, so good they're scary. The eight glowing commercials—four 60s and their 30-second versions—are at once patriotic, soothing and optimistic. They occupy the middle ground as they tell voters that "President Reagan is doing what he was elected to do," ask "Why would we ever want to return to where we were less than four short years ago?" and boast that America is "prouder, and stronger and better" because in-

*(Continued on Page 63)*

# Eastern, IBM ads are catching on

**By SCOTT HUME**

It took a little while, but two campaigns launched during January's Super Bowl telecast have caught on.

Showing the largest gains in ADVERTISING AGE's April adWatch survey were Eastern Air Lines and IBM. New campaigns for both advertisers debuted Super Sunday, Jan. 22 (AA, Jan. 23), and have been running since. Last month, when few people probably could recall the opposing Super Bowl teams, more consumers recalled the Eastern and IBM campaigns than had in the first few weeks after the game.

The IBM effort was the introductory campaign for its PCjr home computer.

The Chaplinesque "Little Tramp" character used in previous IBM advertising also appears in the spots for the new member of the family (initial spots showed him pushing a carriage).

Perhaps consumers just needed some time to get used to the new addition, but in April 14.6% of the

**adWatch**

1,250 adults asked to name the firstadvertising for computers that came to mind from all they had seen recently named IBM first. Many specifically named advertising for PCjr.

That response represented an increase of 2.9 percentage points over IBM's share in March, but wasn't enough to capture the No. 1 spot. Apple continued to lead in advertising awareness, being named by 23% of survey respondents. Com-

*(Continued on Page 49)*

# Cereal milks '83 gains

## Cold cereal's top 10

**Familiar names dominate the list. All figures are share of market by pounds, and dollars. *Source: John C. Maxwell Jr.***

| Brand | 1982 Pounds | 1982 Dollars | 1983 Pounds | 1983 Dollars |
|---|---|---|---|---|
| Corn Flakes (K) | 6.8 | 4.7 | 6.8 | 4.7 |
| Cheerios (GIS) | 5.6 | 5.9 | 5.5 | 5.8 |
| Sugar Frosted Flakes (K) | 5.2 | 4.8 | 5.2 | 4.8 |
| Raisin Bran (K) | 4.7 | 4.2 | 4.6 | 4.1 |
| Chex (RAL) | 4.2 | 4.0 | 4.3 | 4.4 |
| Shredded Wheat (NAB) | 4.0 | 3.1 | 4.0 | 3.1 |
| Rice Krispies (K) | 3.9 | 4.2 | 3.6 | 3.9 |
| Raisin Bran (GF) | 3.1 | 2.8 | 3.0 | 2.5 |
| Cap'n Crunch (OAT) | 3.2 | 3.8 | 2.9 | 3.5 |
| Grape-Nuts (GF) | 2.9 | 2.4 | 2.5 | 1.9 |
| Total | 43.6 | 39.9 | 42.4 | 38.7 |

By JOHN C. MAXWELL JR.

For the cold-cereal industry, 1983 was unusual.

For the year as a whole, units were up about 1%, but a good portion of this increase occurred in the last four or five months, when industry volume growth exceeded 2%. This brought total poundage for the industry for last year to about 2.1 billion.

Dollar volume was up about 8%, giving an increase to the industry to about $3.6 billion from $3.3 billion in 1982.

Individual company shares stayed fairly even compared to the previous year.

However, this, too, is misleading in terms of current shares, as Kellogg suffered in the first half but came back in the second half. Kellogg now holds somewhere in excess of a 38.5% share.

The General Foods story was the reverse, and it probably was under a 15% share by yearend. General Mills, Quaker Oats and Nabisco were all probably a touch weaker by yearend, while Ralston edged up slightly, helped by the success of Donkey Kong and Donkey Kong Junior products.

Kellogg's major dollar marketing thrust helped its Corn Flakes and Frosted Flakes, while adversely affecting the private labels. As General Foods' product portfolio is, to a degree, a mirror image of Kellogg's, it too was somewhat hurt by this.

A lot of Kellogg's growth related to its new Crispix product.

It appears that the current thrust of the industry is in the child segment, with Smurfberry, Pac Man Strawberry Shortcake, Donkey Kong and Choco Crunch among the primary names. This ties in with the demographic tilt of the U.S., and consumption by children probably will be one of the more interesting growth areas for the next couple of years.

On a national basis, 87.4% of female homemakers report that they bought cold cereal within the last week, according to a 1983 report from Simmons Market Research.

Female homemakers most likely to purchase cold cereal have the following profile: 25 to 54 years old; employed parttime or not at all; household income of $10,000 per year or more, have children in the house 17 years or under.

Given the high rate of cereal use already achieved, we expect only modest growth in the cold-cereal industry.

The current baby boom, however, may have longer-term positive ramifications.#

*Source: John C. Maxwell Jr. is a managing director at A.G. Becker & Paribas.*

## Cold cereal market shares

**Individual company shares in the $3.6 billion industry stayed fairly even from 1982 to 1983. All figures are share of market by pounds and dollars. *Source: John C. Maxwell Jr.***

| Brand | 1981 Lbs. | 1981 $$ | 1982 Lbs. | 1982 $$ | 1983 Lbs. | 1983 $$ |
|---|---|---|---|---|---|---|
| ***Kellogg*** | | | | | | |
| Frosted Flakes | 5.3 | 4.9 | 5.2 | 4.8 | 5.2 | 4.8 |
| Corn Flakes | 6.8 | 4.6 | 6.8 | 4.7 | 6.8 | 4.7 |
| Raisin Bran | 4.5 | 4.0 | 4.7 | 4.2 | 4.6 | 4.1 |
| Rice Krispies | 3.9 | 4.3 | 3.9 | 4.2 | 3.6 | 3.9 |
| Froot Loops | 2.3 | 2.9 | 2.2 | 2.8 | 2.2 | 2.8 |
| Special K | 1.6 | 2.2 | 1.5 | 2.1 | 1.7 | 2.3 |
| Bran Products | 2.9 | 2.2 | 2.7 | 2.0 | 2.8 | 2.1 |
| Frosted Mini-Wheats | 1.6 | 1.6 | 1.8 | 1.8 | 1.8 | 1.8 |
| Apple Jacks | 1.0 | 1.5 | 1.0 | 1.5 | 1.0 | 1.5 |
| Sugar Smacks | 1.5 | 1.5 | 1.3 | 1.3 | 1.3 | 1.3 |
| Sugar Pops | 1.2 | 1.4 | 1.1 | 1.3 | 1.0 | 1.2 |
| Product 19 | 0.9 | 1.2 | 0.8 | 1.1 | 0.8 | 1.1 |
| Nutri-Grain | 0.7 | 0.8 | 1.0 | 1.0 | 1.0 | 1.0 |
| Crispix | — | — | — | — | 0.7 | 0.7 |
| Honey & Nut Corn Flakes | 0.8 | 0.9 | 0.6 | 0.7 | 0.6 | 0.7 |
| Marshmallow Krispies | — | — | 0.5 | 0.7 | 0.5 | 0.7 |
| Cocoa Krispies | 0.5 | 0.7 | 0.5 | 0.7 | 0.5 | 0.7 |
| Frosted Rice | 0.7 | 0.9 | 0.6 | 0.8 | 0.5 | 0.6 |
| Raisins Rice & Rye | 0.8 | 0.9 | 0.5 | 0.6 | 0.3 | 0.4 |
| Most | 0.4 | 0.5 | 0.3 | 0.4 | 0.3 | 0.4 |
| Cracklin' Oat Bran | 0.4 | 0.5 | 0.3 | 0.4 | 0.3 | 0.4 |
| Others | 1.3 | 1.6 | 1.2 | 1.4 | 1.0 | 1.3 |
| Total | 39.1 | 39.1 | 38.5 | 38.5 | 38.5 | 38.5 |
| ***General Mills*** | | | | | | |
| Cheerios | 5.6 | 5.9 | 5.6 | 5.9 | 5.5 | 5.8 |
| Honey Nut Cheerios | 2.0 | 2.3 | 2.1 | 2.4 | 2.3 | 2.6 |
| Total | 1.7 | 2.4 | 1.7 | 2.4 | 1.9 | 2.6 |
| Lucky Charms | 1.8 | 2.3 | 2.2 | 1.7 | 1.6 | 2.1 |
| Trix | 1.5 | 2.0 | 1.5 | 1.9 | 1.5 | 1.9 |
| Wheaties | 2.7 | 2.0 | 2.5 | 1.9 | 2.3 | 1.7 |
| Golden Grahams | 1.3 | 1.5 | 1.3 | 1.3 | 1.3 | 1.3 |
| Crispy Wheats 'n Raisins | 1.2 | 1.4 | 1.1 | 1.3 | 1.1 | 1.3 |
| Licensed Products | — | — | 0.4 | 0.5 | 1.1 | 1.3 |
| Monsters, etc. | 0.7 | 1.0 | 0.7 | 1.0 | 0.6 | 0.9 |
| Cocoa Puffs | 0.7 | 0.8 | 0.7 | 0.8 | 0.7 | 0.8 |
| Buc*Wheats | 0.4 | 0.5 | 0.5 | 0.6 | 0.4 | 0.5 |
| Donutz | 0.4 | 0.5 | 0.6 | 0.7 | — | — |
| Others | 0.5 | 0.4 | 0.3 | 0.2 | 0.5 | 0.4 |
| Total | 20.5 | 23.0 | 20.7 | 23.1 | 20.8 | 23.2 |
| ***General Foods*** | | | | | | |
| Post Raisin Bran | 3.6 | 3.2 | 3.1 | 2.8 | 3.0 | 2.5 |
| Grape-Nuts | 3.3 | 2.6 | 2.9 | 2.4 | 2.5 | 1.9 |
| Super Sugar Crisp | 1.6 | 1.8 | 1.4 | 1.6 | 1.5 | 1.6 |
| Honeycombs | 1.2 | 1.6 | 1.1 | 1.5 | 1.2 | 1.5 |
| Post Fruit & Fibre | 0.3 | 0.4 | 1.5 | 1.7 | 1.3 | 1.4 |
| Pebbles | 1.3 | 1.6 | 1.2 | 1.4 | 1.2 | 1.4 |
| Smurf-Berry Crunch | — | — | — | — | 1.0 | 1.1 |
| Post Toasties | 1.2 | 0.8 | 1.3 | 0.9 | 1.2 | 0.9 |
| Alpha-Bits | 0.9 | 1.0 | 0.8 | 0.9 | 0.8 | 0.9 |
| Bran Flakes | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 | 0.8 |
| Honey-Nut Crunch Raisin Bran | — | — | 0.3 | 0.3 | 0.7 | 0.7 |
| Raisin Grape-Nuts | — | — | 0.8 | 0.8 | 0.6 | 0.6 |
| Fortified Oat Flakes | 0.7 | 0.6 | 0.6 | 0.5 | 0.6 | 0.5 |
| C.W. Post Hearty Granola | 0.4 | 0.5 | 0.2 | 0.2 | — | 0.1 |
| Others | 0.3 | 0.1 | 0.4 | 0.2 | 0.2 | 0.2 |
| Total | 15.6 | 15.0 | 16.4 | 16.0 | 16.6 | 16.1 |
| ***Quaker Oats*** | | | | | | |
| Cap'n Crunch | 3.1 | 3.7 | 3.2 | 3.8 | 2.9 | 3.5 |
| Life | 2.4 | 2.2 | 2.5 | 2.3 | 2.4 | 2.2 |
| 100% Natural | 1.4 | 1.3 | 1.6 | 1.5 | 1.6 | 1.5 |
| Halfsies | — | — | — | — | 0.7 | 0.7 |
| Corn Bran | 0.7 | 0.6 | 0.7 | 0.6 | 0.7 | 0.6 |
| Others | 1.0 | 0.8 | 0.9 | 0.7 | 0.6 | 0.4 |
| Total | 8.6 | 8.6 | 8.9 | 8.9 | 8.9 | 8.9 |
| ***Ralston Purina*** | | | | | | |
| Chex | 4.2 | 4.0 | 4.2 | 4.0 | 4.3 | 4.4 |
| Donkey Kong | — | — | — | — | 0.7 | 0.7 |
| Cookie Crisp | 0.7 | 0.7 | 0.6 | 0.6 | 0.5 | 0.7 |
| Waffelos | 0.7 | 0.8 | 0.4 | 0.4 | 0.1 | 0.1 |
| Dinky Donuts | 0.2 | 0.2 | 0.3 | 0.3 | — | — |
| Honey Bran | 0.3 | 0.3 | 0.1 | 0.1 | — | — |
| Others | 0.3 | 0.1 | 0.3 | 0.2 | 0.3 | 0.2 |
| Total | 6.4 | 6.1 | 5.9 | 5.6 | 5.9 | 6.1 |
| ***Nabisco*** | | | | | | |
| Shredded Wheat | 4.2 | 3.2 | 4.0 | 3.1 | 4.0 | 3.1 |
| Others | 0.8 | 0.7 | 0.9 | 0.7 | 0.9 | 0.7 |
| Total | 5.0 | 3.9 | 4.9 | 3.8 | 4.9 | 3.8 |
| ***Pet*** | | | | | | |
| Heartland | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 |
| All Others | 4.7 | 4.2 | 4.6 | 4.0 | 4.3 | 3.3 |
| Total | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 | 100.0 |

## Radio Network Assn. taps Brescia for senior vp spot

NEW YORK—Radio Network Assn. has elected Richard Brescia, senior vp, CBS Radio Networks, as the association's vp. He succeeds Thomas Burchill, who resigned his RNA post upon leaving RKO Radio and the radio industry to become president, ABC/Hearst/Viacom Services. RNA also elected Nicholas Verbitsky, United Stations president, to Mr. Brescia's former RNA post as secretary-treasurer.

## Robinson Associates moves

BOSTON—Robinson Associates has moved to new offices in Dexter House, 393 Commonwealth Avenue, 02115. Telephone: (617) 267-1400.

## State tourism ad spending to hit $47 million this year

WASHINGTON—New York and Florida will lead all other states in tourism advertising during the 1983-84 fiscal year, according to a nationwide study.

The U.S. Travel Data Center, which conducted the study, reports that tourism departments in 48 states will spend a total of $47 million on travel advertising, with New York's $5.3 million ad budget and Florida's $4.3 million ad program leading the pack.

Other large tourism advertisers include Alaska, $3.4 million ad budget; Michigan, $2.6 million, and Ohio, $2.5 million.

Tourism advertising budgets in all states increased an average of 14% over last year's allocations, the report says. Over-all travel and tourism development totaled $147 million, a 15% increase over 1982-83.#

PROMOTIONS VIA SHOPPING MALLS

SHOPPING CENTER NETWORK, founded in 1975, is the largest producer of traveling Shopping Mall consumer shows in the country. Call or write, and we'll show you how to use this exciting new medium.

SHOPPING CENTER NETWORK

[illegible] Kendall Drive, Suite 110
Miami, Florida 33176
(305) 595-0201

We're Full Service in Los Angeles.

The next time business takes you to Los Angeles, take yourself to Le Parc, the fashionable full service hotel located conveniently between Hollywood and Beverly Hills that's become the inn of the industry.

Le Parc offers the business traveler a home-like setting. Each spacious suite features a sunken living room with fireplace, wet bar, kitchenette and private balcony.

Le Parc
hôtel de luxe
733 North West Knoll,
Los Angeles, CA 90069 • (213) 855-8888
(800) 421-4666, Nationwide • (800) 252-2152 in California

# AdWatch

(Continued from Page 3)
modore, with a 6.2% share of first mentions, held the No. 3 spot.

IBM's advertising for all models has much higher recall among men than women. The same is true for Commodore. Conversely, more women than men recalled advertising for Apple, Atari, Texas Instruments and Coleco computer products.

Employes are the stars of the Eastern advertising, which took off last month. The ads carry the "We earn our wings every day" theme. Tv spots show passengers pinning wings on Eastern employes to reward them for their excellent service.

Eastern's advertising came to mind first for 15% of the sample, a 3.9 point increase over March results. With that gain, Eastern landed in the No. 1 spot in the airline category for the first time since January.

United, whose Winter Olympics campaigns had flown the carrier into the top spot in February and March, received 10.9% of first mentions, almost 2 points below last month's 12.7% share. American moved up from the No. 4 to the No. 3 spot with a 9.8% share of recall.

Advertising recall for airlines shows more regional variation than is true in most other categories. Eastern's awareness gain largely came from respondents in the Northeast, where it claimed 23% of first mentions to United's 6%. In the North Central region, however, United has the largest awareness share (16% to regional No. 2 TWA). Eastern also captured the top spot in the South Central region with Delta No. 2. United and American are No. 1 and No. 2 in ad recall in the West.

AdWatch is a joint project of Advertising Age and SRI Research Center, Lincoln, Neb. Ad awareness is measured by asking a nationally projectable sample of adults to name the advertising that first comes to mind in a variety of product and service categories from all they have seen, heard or read in the last 30 days.

Last month, 1,250 consumers were questioned by phone. Under adWatch methodology, an increase or decrease of 2.8 percentage points between monthly samplings is considered statistically significant and attributable to more than sampling variations.

What about those two unbeatable celebrity presenters Michael Jackson and Clara Peller, you ask? They remain where they have been since February: At the head of the pack.

Asked to name the first advertisement (of any sort) that came to mind, April's sample once again thought of dear Clara first. Wendy's share of first mentions was 19.3%, down a point from the March survey.

Advertising for the "New Pepsi generation" featuring that generation's biggest star, received 82 first mentions, good enough for a 6.6% share in April, the same as in March.

By the way, one respondent from among the 209 consumers age 65-plus surveyed said Pepsi's advertising was the most memorable.

Among noteworthy developments in other categories:

- The tight battle for advertising supremacy in the **coffee** category swung last month in favor of Maxwell House. Deadlocked in March with Folger's, Maxwell House's share of first mentions rose 2.8 percentage points to 24.8% in April. Folger's share dropped a point to 21%.

Still trying to close the gap in consumer recall are the No. 3, No. 4 and No. 5 brands, Sanka (6.5%), Hills Bros. (5.1%) and Brim (4.9%).

- Tide's advertising recall continued to slide in the **laundry products** category. After declining 2.8 points in March, Tide tumbled another 3.1 points to 22% of first mentions last month.

Still, Tide's commanding lead in advertising awareness remains. No. 2 Cheer's share rose 2 points, which gave it 6.4% of first mentions in April. All's 3.9% share kept it No. 3.

- The volatile **fast-food restaurant** category settled down last month, but the new order continued. McDonald's, with 32.5% of first mentions in April, remains within striking distance of the suddenly strong No. 2 Wendy's (28.7%).

Burger King continued to find itself in unaccustomed third place with 11.4% of mentions.

But Clara's been replaced by baked potatoes and salads. Burger King's "broiling vs. frying" attack is back. And McDonald's is preparing its new theme and bouncier jingle.

Watch this space.#

FASTEST SERVICE IN AMERICA!
CATALOG BINDERS
TABBED INDEX DIVIDERS
DISPLAYS, SHEET PROTECTORS, PORTFOLIOS and PAPER COVERS
PRESSURE SENSITIVE EMBLEMS
BE PREPARED - SEND TODAY FOR
FREE IDEA CATALOG
DILLEY MFG. CO.
211 EAST THIRD STREET
DES MOINES, IOWA 50309
Call Toll Free 1 (800) 247-5087

# Kirin brews U.S. venture in research

By RUTH STROUD

Beer is not often associated with kidney cures. But one Japanese beer company plans to put its fermentation expertise to work manufacturing a hormone that will help in the treatment of kidney-dialysis patients.

Kirin Brewery Co. and Amgen, a Thousand Oaks, Cal.-based biotechnology company, have formed a $24 million joint venture for worldwide manufacturing and marketing of the hormone erythropoietin—or EPO. The hormone is crucial for controlling the production of red blood cells.

For Kirin, the world's third-largest brewer (after Anheuser-Busch and Guinness-Harp), the 50-50 venture marks a further expansion into pharmaceuticals.

In 1982, the company opened its own pharmaceutical research lab to develop therapeutic products and acquired an interest in a Japanese pharmaceutical company.

Kirin holds more than 60% of the Japanese beer market. As a result, the $4.3 billion beer, soft-drink and dairy products company's horizons have narrowed in that area. It views pharmaceuticals as an important growth industry.

Because many biotechnology products are, like beer, created through fermentation, the connection between the Japanese brewery and the American biotechnology company is a natural one, explained an Amgen spokesman.

Other American brewers also approached the Southern California company before it struck a deal with Kirin, he added.

The two companies plan several years of clinical testing and research before marketing EPO. Under terms of the joint venture, called Kirin-Amgen, Kirin will market the hormone in Japan, Amgen in the U.S. and both will share responsibility in other areas.

The worldwide market is projected at $100 million annually.#

FRIENDLY PERSUASION

LBS family programming doesn't just make sales for advertisers. It makes friends.

Sure, you can draw crowds with TV violence and titillation.

But advertising on exploitation programming runs the very real risk of associating your product with values that trouble more and more American families.

LBS doesn't deal in exploitation programs. It's simply not our business, and never has been.

We want families to enjoy LBS programs without embarrassment. Without worrying about what their kids are thinking. And without questioning the propriety of our advertisers.

From "Fame" to "Family." "The Greatest American Hero" to "America's Top 10." "Inspector Gadget" to "Heathcliff." "The Health Field" to "The New LBS Children's Theatre."

Plus American favorites from Colex, the joint venture of LBS and Columbia Pictures Television: "Gidget," "Father Knows Best," "Dennis the Menace," and many others.

You're reaching national audiences efficiently and effectively with your commercial schedules on quality LBS programs.

But that's not all.

You're making friends.

The Smart Alternative

LBS
LEXINGTON BROADCAST SERVICES COMPANY, INC.
875 Third Ave., NY, NY 10022
(212) 418-3000 Telex 640818
2300 Merchandise Mart, Chicago, IL 60654
(312) 644-4456

AMERICA'S LEADING TELEVISION SYNDICATION NETWORK